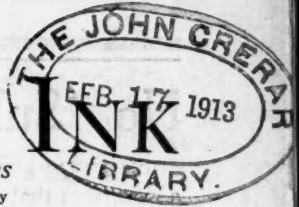


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PRINTERS'

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City



VOL. LXXXII

NEW YORK, FEBRUARY 13, 1913

No. 7

IMPRESSION and fact sometimes vary. . . .

A few months ago a manufacturer gave us the statistics of his previous selling efforts and showed us how very weak he was in New York State. His idea was that he really ought to be rather weak there, proportionately, because of the fact that his goods would not appeal to the vast masses of foreign east-siders. We found he was overlooking the great mass of people—the well-to-do up-state farmers, as well as the thrifty folks who live in such cities as Rochester and Buffalo and Jamestown and Elmira. Today this man sells as much in New York State, in proportion to its available population, as in any other territory. To accomplish this he had to triple his sales there—a mighty economical thing to do, of course, in a state very close to his factory. Advertising, nowadays, concerns itself very largely with the intensive cultivation of nearby selling territories. Frankly, isn't our experience likely to be broad enough to be worth your attention?

N. W. AYER & SON, Philadelphia,
New York, Boston, Chicago, Cleveland.

No "Substitution" Problem

THERE'S a weak link in a campaign that suffers from substitution. It has "out-reached" the selling force; it's a victim of "over expansion." It enables your competitor to cash in on your advertising. Where sales and advertising work hand in hand, there is no substitution problem.

* * *

Few manufacturers are equipped for a *thorough*, nation-wide campaign, but all can work a given state or section intensively. Pick any one of the prosperous big farming sections. Plan your campaign to fit those particular people and thus make it doubly effective. Select the Standard Farm Paper of the section. Then start your advertising and your salesmen together and you'll have *no substitution problem* to face.

* * *

Moreover, the Standard Farm Papers are home mediums. They enable you to hit hard and fast enough *at the inception* of the campaign to wake things up from the jump.

Also in the "25,000 and under" towns where the farmer buys, you reach the proprietor, the man who knows his trade *personally*. Your advertising inquiries

are not blocked by that stone wall—the "sales"-girl.

* * *

Standard Farm Papers give their readers the national news. But what is more important to you, they handle the *intimate* problems of their chosen field in an intimate way. They "pull."

And they cover their section or class intensively, often reaching one out of every two or three possible subscribers.

* * *

Yet, used as a single force, the Standard Farm Papers form a national medium with eleven publishers.

Rate less than the accepted "half a cent a line."



THE MARK OF QUALITY

Standard Farm Papers

| | |
|--------|-----------------------------|
| are | Hoard's Dairyman |
| | Wallaces' Farmer |
| Farm | Kansas Farmer |
| | Wisconsin Agriculturist |
| Papers | Indiana Farmer |
| | California Country Journal, |
| of | San Francisco, Cal. |
| | The Farmer, St. Paul |
| Known | Oklahoma Farm Journal |
| | The Ohio Farmer |
| Value | The Michigan Farmer |
| | The Breeder's Gazette |
| | Wallace C. Richardson, Inc. |
| | Eastern Representatives, |
| | 41 Park Row, New York City. |

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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No. 7

"Advertising Failures" That Never Give Advertising a Chance

Where the Fault Lay with the Product and Nobody Tried to Find It Out

During the past five years, several advertising men have been looking into the real reasons for the so-called "advertising failures" that have taken place during this time.

The data secured by them amply confirm PRINTERS' INK's frequent contention, namely, that practically all "advertising failures" are not "advertising" failures at all, but something else—business failures, or if you like, failures of human nature.

The first article based on these data deals with instances where advertising "failed" to prop up hopelessly poor products. Names, places, dates, etc., are for obvious reasons disguised, but all is substantially true.

By Charles W. Hurd.

Away out in St. Louis, four or five years ago, an enterprising magazine representative hunted up a small shoe manufacturer for the purpose of hanging upon him a unique advertising campaign. He had a special reason for approaching this particular manufacturer. During the previous year or so three large manufacturers had put on the market a shoe of peculiarly novel hygienic type and through aggressive advertising were scoring great successes. There were trade conditions which made the situation a highly attractive one for the next manufacturer who should know enough to take advantage of it. And the advertising man was in a hurry to open the eyes of some manufacturer and show him the way to a great success. He picked out the small manufacturer because he thought it would be easier to persuade him than it would a large manufacturer.

It so happened that he failed to catch the manufacturer at the factory, and followed him to his home.

"Here," he said, coming direct—"clerked" many years in the fac-

ly to the point, "is a great opportunity for the right man. There are three manufacturers making and advertising this kind of shoe. They are marketing it through exclusive agencies—one dealer to a town. The shoe is proving popular beyond all expectations, and the other dealers are crazy to get hold of it. Now is the time for a fourth manufacturer to come out with another shoe of this kind and pick a fourth dealer in every town. It will not require any elaborate campaign at all to do this. All that will be necessary to do will be to announce the shoe and the dealers will fall over themselves to get the agency. This is proved by the fact that the other manufacturers are already oversold.

"It does not require a great deal of capital—just a little courage. A little while, and you will get all the capital you want. Come in now."

He went into more details. The manufacturer listened. He was not a practical man, having inherited the business from his father-in-law, for whom he had

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tory. He still looked out on the world and market through a clerk's eyes and found himself unable to comprehend the full significance of the advertising man's argument. While he was blinking and trying to take in what it all meant, his wife, who had stopped on her way through the room to listen, looked over, nodded her head and said:

"I think that would be a good thing to take up, John. We have not got a great deal of money to spend, and if the risk is not great, it is worth trying."

John had a great deal of respect for the daughter of the founder of the business and was willing to agree. Conversation developed the explanation that they had some twenty thousand dollars to spare for the proposed development. The advertising man suggested that probably half of that amount might be put into advertising and the other half into factory improvements to take care of the demand to be created.

Then, all enthusiasm, he threw himself into the plans. Before long the advertising was running. As he had very carefully studied the field from many different angles, the advertising more or less speedily did what was expected of it. Four hundred new dealers were put on in record time, and the novelty footwear was an instant success.

So, all at once, the small clerk-manufacturer suddenly found himself at the head of a big and expanding business, with new demands and new responsibilities.

It is at this point that the story as it was parts company with the story as it ought to have been. The truth is that the newly acquired importance of a national advertiser proved too seductive for the manufacturer. As a clerk in the factory nobody had paid much attention to him. When the factory had fallen into his hands, the public estimate of him did not change. Probably the public was waiting to see the factory pass to stronger hands.

With the sudden and almost bewildering success of the shoe campaign, a sudden revolution

took place in the popular mind as to the manufacturer; it had misjudged him; he was really a big man who had been biding his time.

This popular interest flattered the manufacturer and he began to show strong signs that the success had mounted to his head, but the business went along all right, growing and expanding beyond belief. All the more so, probably, because the manufacturer himself did not give his affairs the personal attention that a man brought up in the business world would have given them. He left them largely in the hands of his subordinates, and the advertising man had been an influence in picking the subordinates.

One day the advertising man ran down from Chicago to see the manufacturer, but found him off on a motoring trip. He got a copy of his itinerary and finally connected with him in southern Indiana.

"Mr. Jones," he said, "we have done it. You have got the trade; the thing now is to hold it. Now is the time for the next big step. Throw out your old machinery *quick*, get in the best new machines that are made, and put better stock into your shoes. New competition is developing, but you can easily beat it out, because you have the start. Up to this time you have just been playing with success; now you are going to get a taste of the real thing."

Before the subject had been threshed out, the advertising man had been obliged to repeat that argument in fifty-seven different varieties of key, every one of which the manufacturer was utterly unable to comprehend. He could see just one thing, and that was that he had the money and the advertising man hadn't. He was completely possessed of the idea that his success had been a personal one and that the advertising man had merely come along at the psychological moment and received his commands. He thanked him for his advice, but could not see his way clear to take it.

The advertising man argued,

Why Everybody's Brings Results

"The essay, special article and short story are given just about the right amount of space. The fiction editor of Everybody's ought to receive a mark of credit for his genius in securing short stories of commanding interest without resorting to the slack wire performance."

(Prof. A. F. WILSON, of N. Y. University, in N. Y. Times Book Review, Feb. 2nd.)

This is why month after month, year after year, Everybody's maintains its interest, influence and prestige with thinking, progressive people all over the country.

This is why advertisers who persistently use Everybody's are gratified at the responsiveness of Everybody's readers. Your sales-story in Everybody's would attract the very class of people whom you wish to interest. April forms close March 5th.

Everybody's Magazine

Robert Frothingham

Advertising Manager
New York.

W. R. Emery,
Western Mgr.,
Marquette Bldg., Chicago.

(Average Monthly Net Guaranteed Circulation 600,000)

begged, pleaded, all to no avail. The manufacturer was obdurate. He took the advertising man back to the station in his car and then resumed his own tour.

What the advertising man put down in his report that day came to pass in the fullness of time. The competition developed. Wiser than the manufacturer with the clerk's mind, the competitors put in the new machines he had despised and cut down the labor cost while they improved the quality of the goods. The Jones shoes were at a disadvantage and the Jones dealers began to switch their accounts. Jones tried to stem the tide by increasing his advertising appropriation. This proving ineffective, he started in to find fault with his dealers and lost more accounts. By and by the losses became more rapid, and in the end the campaign became a rout.

At some stage or other of the decline the manufacturer must have realized that the advertising man was right, but he stubbornly refused to yield, even though he could save his business. He wrapped himself up in his fo and awaited the inevitable end. Two or three years brought it; he found himself back at the starting point, untaught by experience, without the courage to try anything else.

Here is a typical instance of what is often set down by business men as an "advertising failure," and yet the slightest reflection will show that it was not an advertising failure in any sense. The advertising did all that could have been expected of it. It simply could not do the impossible. It could not carry the burden of mediocrity against advertised merit.

The real causes for the failure were several. In the first place, the trouble was with the advertiser himself; with his bad management, his narrow views. He was of too petty a mind to rise to any height alone. It was only when someone of broader views and greater power came along that he could be lifted out of his narrow groove, and events showed

that he could not be lifted far even then. Even when success was within his grasp and prudence dictated that he should have been studying the conditions in his factory and the field, he not only was incapable of doing it, but was even incapable of appreciating business facts when they were brought to him. It was really the advertising man's experience that had built him up. So long as he followed the plan laid down for him, he prospered. As soon as he rejected it, the collapse came.

Second, it was not only a case of bad management, but pre-eminently a case of poor product. The product was good enough, indeed, at the outset before there was serious competition. When that developed, there was only one ending to the story.

Nor should the third factor be overlooked—the manufacturer's stubbornness. Even heaven fights in vain on the side of a stubborn man when his stubbornness is thrown in the wrong balance. The bad judgment might have been retrieved and the poor product bettered if the manufacturer had yielded when the tide had first turned against him. But what can be done when a man prefers to bite his nose off to spite his face?

Advertising had done the work of advertising by running the product up to the top notch of prosperity, but had been deserted at the crucial point.

These explanations that really explain are only a few of the many reasons that lie back of the majority of so-called "advertising failures." Here are some of the others, as disclosed in the data secured through recent investigation:

- Poor product.
- Unpopular product.
- Inadequate factory facilities.
- Business badly managed.
- No definite policy.
- Internal dissension.
- Poor organization.
- Bad advice from publishers.
- Bad advice from advertising agents.
- Limited distribution.
- Lack of dealer co-operation.
- Lack of sales co-operation.
- Financial difficulties.
- Began advertising too soon.

Those Advertising Men

whose gray matter is keenest and whose judgment has been edged by experience are unanimously agreed that *Display Advertising* always brings the largest returns in those newspapers that carry the greatest quantity of "*Classified*."

THE CHICAGO TRIBUNE
prints more Want Ads than all the other morning papers in Chicago combined.

THE CHICAGO TRIBUNE Want Ad Section renders a greater service to more people, and confers on them a greater benefit, than the greatest and richest philanthropist in history has ever done.

If you want your **DISPLAY ADVERTISING** to be most effective, place it in the paper which daily carries "*The World's Greatest Classified Section*" to its hundreds of thousands of readers.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Began advertising too late.
 Stopped advertising too soon.
 Over advertising.
 Under advertising.
 Insufficient space.
 Poor copy.
 Lack of a trade-mark.
 Lack of courage.
 Lack of interest.
 Try-out campaigns only.
 Etc., etc.

The alleged failure of advertising appears, therefore, to be rather the neglect of some very commonplace virtues of merchandising practice.

As a matter of fact, the poor products themselves, to take the first cause on the list, might easily be subdivided. There is the product which is utterly and absolutely bad, which is cheap and of poor quality and has no business on the market, certainly not as an advertised article. This is the class into which the novelty brand of footwear really fell.

Then there is the product, chiefly of a mechanical kind, which would be all right if mechanically perfect, but does not live up to expectations, and which is in a class somewhat different from the first.

Still another class of products is all right and would be advertisable except for the fact that they come at the wrong time. They are either out of date or too much in advance of the popular taste.

Again, there is the product which is in demand perhaps by the few, but unpopular with the many, and hence cannot be advertised in a national way.

Lastly, there is the product which is all right in every way and might be advertised, except for the fact that the machinery by which it is manufactured is faulty or unreliable. This would logically come under a different classification, but it is helpful also to study it from the point of view of product.

The first class, that of the poor product, has been very well illustrated by the shoe campaign. The case of the product that is mechanically faulty and yet charges up its lack of success to the failure of advertising to deliver it, is illustrated by a record of another sort.

A certain well-known foreign manufacturer of automobile accessories put on the market several years ago, and rather lavishly advertised, a product that had given great satisfaction in his own country and one which had imbued him with the belief that a large slice of the American market was to be had almost for the asking. The sales promotion was brisk and intelligent, and the distribution machinery was built up in almost record-breaking time. For manager, an American was selected who had a wide acquaintance among automobile manufacturers and had made an enviable reputation in the trade. Everything pointed to a large and early success. The initial sales were, in fact, large, but the repeat orders did not follow so fast as was expected, and when they came in, did so at a lagging pace.

The reason for this might have been appreciated almost from the beginning, and was, in fact, anticipated, but not in its full importance. Simply, the article was subjected to a vastly greater strain on American roads than it had been on the well-made roads of the land of its origin. Instead of testing it out and determining how much strain it would stand, the manufacturer chose to plunk at once into expensive advertising and ascertain by hard experience what he might have learned by preliminary road and laboratory tests. Eventually the advertising was abandoned.

The house has now made the experiments which it should have made in the beginning and has presumably improved its product, since it has resumed advertising, after an interval of a year or two. In the meantime, another "failure" was unjustifiably charged up against advertising.

Scarcely anything presents a harder proposition to advertise successfully than an article or a material that has passed out of favor and has been replaced in popular esteem by another material. The failure to advertise such articles or materials successfully should not, therefore, be set

QUICK RETURNS

LOS ANGELES responds to advertising more quickly than any other community. One reason is that a large part of its population is not in business, living on incomes.

Ask your friends who advertise there about this response. The

Los Angeles Examiner

is its largest and most productive newspaper. Selling at 5c. per copy or 75c. per month. Its reports to the United States Government showed about 10,000 more Daily and over 40,000 more Sunday circulation than its nearest contemporary. 80% of the Examiner circulation is delivered by carriers to subscribers in their homes. Ask your advertising friends, or the local merchants, or let us give you concrete illustrations of the unparalleled profits from advertising investments in the

LOS ANGELES EXAMINER

M. D. HUNTON
220 Fifth Avenue
New York

W. H. WILSON
Hearst Building
Chicago

down against advertising, but be ascribed to the real reason—poor judgment, a lack of perception in failing to see that the article or material has in fact passed out of vogue.

A distinction should, of course, be made between those things which have been irrevocably left behind in the march of progress and those things which have simply been temporarily displaced in popular favor and yet are capable of filling again the old niche. The exact line of demarcation may not always be apparent, but in the great majority of cases it is.

Not long ago a concern which had been for many years engaged in the manufacture and sale of a certain class of wooden commodities that are gradually being superseded by the same utilities in pressed steel started a more or less lively advertising campaign to restore the wooden products to favor. The campaign, so far as it went, was thoroughly and energetically carried out and the advertising was as intelligent as it could be made.

The desired results did not, however, follow. The manufacturer did not attribute the trouble to a basic change in popular taste, and continued to search for some way to get back the market. Soon there was an amalgamation of a number of competitors into an association, and the advertising was continued. As might have been expected, this did not change the situation. At last the advertising was abandoned and the logic of "the times" accepted. It was, as a matter of fact, absolutely hopeless to attempt to do anything even by advertising. It was not the fault of the advertising, but the fault of the advertisers—that is to say, lack of judgment on their part and of their advisers.

Four years ago a large textile company in the Middle West started an advertising campaign to promote a certain kind of trade-marked article of women's wear which it was putting out as a side line. The mill was already producing a very popular cheaper grade of the same article and was

willing to spend a little money in an attempt to find out if it were possible to establish a higher grade brand of the same goods. The old grade had been on the market twenty or twenty-five years, was widely known and was considered a standard of quality throughout the country. The mill produced more than a thousand dozen a day and was on the jump to fill orders. It had been advertising the old brand for two or three years with success before it considered advertising the new brand as a side line.

The advertising did not standardize the new brand. The line did not take with the jobber, the dealer or the public. The advertising, from its size and nature, could hardly have failed to attract a great deal of attention, but the returns were so meagre that it plainly showed a lack of popular interest.

The advertising agent urged the advertiser to keep on another year and see if the cumulative effects of the advertising would not start something. He was not convinced that trade conditions were altogether against it, but the mill people, after having carefully analyzed textile conditions, felt that a sufficient demand for that kind of garment was practically impossible of creation, that the jobbing trade was too indifferent and that the high price of the yarn which went into it was another prohibitive factor. All these together formed a combination which precluded profitable advertising for them at that time.

Other textile advertisers contributed their opinion, to the effect that they had been unable to get results for this line.

Here, again, is plainly shown the injustice of marking down to advertising the discredit of failure. Advertising is merely a matter of news carrying. If the news is interesting, the people respond. If it is not interesting, they do not. There is no way short of actual falsification to interest people in a product in which they have no native interest.



Isn't it great to have a business that everybody believes in!

The public, your dealers, their clerks, your salesmen, your other employés, and yourself.

Many such businesses have been created by a strong man at the head, with the right sort of advertising, good salesmanship, and efficient connecting methods bringing the advertising and salesmanship together in working harmony and filling in all the gaps.

May we send you our article on "Good Advertising" and what lies back of it?

John O Powers Company

119 West 25th Street New York

Advertising Agents

In the vicinity of Philadelphia there has been a little factory engaged for the past seven or eight years in putting out a patent dress accessory. For three years it was sold to dressmakers through agents. This was pending the development of the machinery which, as soon as conditions were shipshape, was to take care of the great demand to be created by advertising.

This condition was supposed to have been eventually attained, because in 1907 a contract for an initial campaign was made and the first insertion run. Immediately thereafter, however, there were difficulties developed in connection with the machines, and mechanical experts called in by the now thoroughly disgusted backers reported them as unsatisfactory for the work and in need of complete overhauling and rebuilding. Upon receiving this report, the backers abandoned the whole thing.

This is the fifth and final type of "advertising failure" which is due not at all to the spirit of advertising, the character of the medium, or to anything but a failure in the manufacture of the article; in other words, a pure business failure, and not an advertising one.

[Note:—The next article on this subject will deal with campaign failures due to undue haste and inadequate investigation.]

DIRHOLD LEAVES SIMMONS

G. H. Dirhold, a special advertising man of the Simmons Hardware Company, St. Louis, has resigned on account of his health and gone to San Antonio, Tex., for a time.

DEATH OF GEORGE A. SHIVES

George A. Shives, vice-president and treasurer of the Blaine-Thompson Advertising Company, Cincinnati, died after a short illness, February 5. He formerly held important editorial and business positions on the *Scrims-McRea* papers. His last position was that of general manager of the *St. Louis Chronicle*.

The following St. Louis admen form the completed committee for working up a big St. Louis delegation to the Baltimore convention: W. C. D'Arcy, chairman; J. W. Booth, Glenn Hutchinson, T. S. McIlheney, W. D. Simonds, Frank Gaennie and F. R. Ketchum.

REORGANIZATION OF McCALL COMPANY

The McCall Corporation, New York, with a capital of \$6,750,000, has been organized and has taken over the stock of the McCall Company, publishers of *McCall's Magazine* and *McCall's Quarterly Book of Fashions*, and manufacturers of McCall's dress and embroidery patterns. Edward A. Simmons has been made president of the McCall Corporation. Mr. Simmons is president and owner of the Simmons-Boardman Publishing Company, publishers of *The Railway Age-Gazette*, *American Engineer*, and *The Signal Engineer*, and the "standard" railroad books.

James H. Ottley, formerly president of the McCall Company and principal owner of its stock, will continue as a director in the McCall Corporation. Mr. Ottley bought the pattern business of James McCall in 1893. The business was begun in 1870, and *McCall's Magazine* was first published in 1891. In 1893 there were nine employees. During Mr. Ottley's ownership the business has grown so that there are now 893 employees. The company has leased quarters at 236 West Thirty-seventh street, New York City.

The McCall Company has been manufacturing about 2,000,000 patterns a month. The circulation of *McCall's Magazine* for 1912 was given as over a million a month and that of the *Quarterly Book of Fashions* 150,000 a month. The company issued about 2,250,000 dealers' catalogues and 35,000,000 monthly fashion sheets in 1912.

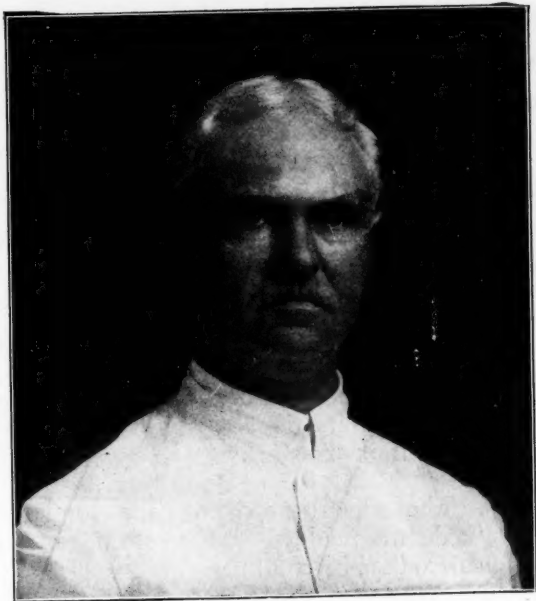
The directors of the McCall Corporation are Mr. Simmons, Mr. Ottley, Ray Morris, member of the banking firm of White, Weld & Co., New York; Howard Bayne, vice-president, Columbia-Knickerbocker Trust Company, New York, and Howard F. Whitney, of the banking firm of H. N. Whitney & Sons, New York. The executives in addition to Mr. Simmons are W. N. Newcomb, secretary, and A. John Rotheroe. C. D. Spalding will continue as advertising manager.

AUSTIN HEALY VICE-PRESIDENT OF E. T. HOWARD CO.

Austin Healy, for six years with the Root Newspaper Association and for the past five years with N. W. Ayer & Son, will, on March 1, become associated with the E. T. Howard Advertising Agency as vice-president and director. The name of the agency will be changed to the E. T. Howard Company, Mr. Howard, the founder, continuing as president. The address of the E. T. Howard Company will be 432 Fourth avenue, New York.

"PRINTERS' INK" STATUTE IN OHIO

The Fellingner bill, which embodies the model statute against fraudulent advertising recommended by **PRINTERS' INK**, passed the House of Representatives at Columbus, February 5. The bill has been referred to the Committee on Public Printing of the Senate.



Photo, Marine, Panama. Taken specially for SCRIBNER'S MAGAZINE.

"The Benevolent Despot of the Canal Zone"

Colonel George Washington Goethals, U. S. A., Chairman and Chief Engineer of the Isthmian Canal Commission and Governor of the Canal Zone.

The Wonderful Panama Canal

Three Articles, by JOSEPH BUCKLIN BISHOP, Secretary of the Isthmian Canal Commission, profusely illustrated

January SCRIBNER'S: **The French at Panama**—The first complete and authentic narrative of the effort of the French, a chapter in human endeavor which for dramatic and tragic interest has rarely been equalled.

February SCRIBNER'S: **The World's Plague Spot Abolished**—How the Isthmus of Panama became a health spot of the earth, with full details of the tragic and terrible battle against the yellow fever mosquitoes.

March SCRIBNER'S: **Benevolent Despotism at Panama**—A graphic description of how the U. S., operating through Colonel George W. Goethals, has cared for its great army of Canal workers and their families. An object lesson of the most efficient engineering direction that the world has ever seen.

These are the most important, the most interesting articles of the day.

SCRIBNER'S has never published stories more characteristic of the magazine.

"Our readers have purchasing power, affluence, class," says the advertising representative, and yet he can't call one hundred of his subscribers by name, nor would he on oath and of his own knowledge swear that the statement made is true.

Those are attributes which most advertisers and agents say a publication must have to get business—therefore, most of us have them conversationally "in whole"—by investigation "in part."

The advertiser who calls loudest for "affluent readers" more often is selling calico than oriental rugs.

The advertising columns of the publication with a million and more "affluent readers" is weighty with an appeal to the average rather than to the opulent.

The man or woman who reads is seeking information, is progressive, *is a buyer*. His may, or may not, be the hand that spends 10c for an advertised brand of soup, or \$1,000 for an automobile.

But he *is a buyer*, a desirable prospect, and an army of 2,000,000 desirable prospects is better than a battalion of "affluent readers," and results to the advertisers *have* and do prove it to be so.

Therefore, seek readers concentrated in

communities in such numbers as to answer an advertising appeal in sufficient force to make it profitable and desirable to serve them.

This is advertising.

You, Mr. Manufacturer, would not merely on representation that a raw product "was thus and so," buy it. You'd prove it needful to you by all the *tests* of the trade.

Do so with circulations you buy.

All of us have some class, all some waste, all some merit. Make us all prove the "alleged quality" of our product in relation to its usefulness to you.

This is the platform upon which the American Sunday Magazine sells its advertising space. We will prove every contention we make. We have the *attention value* of 2,000,000 American homes to sell you, and we appeal to the members of those 2,000,000 homes through the printed work of the best producers money can buy. We speak "the language," and our appeal is to, and answered by, intelligent readers with a capacity to purchase advertised products.

American Sunday Monthly Magazine

220 Fifth Avenue
New York City.

908 Hearst Building
Chicago.

W. H. JOHNSON, Adv. Mgr.

This dealer is one

in our list of 4,000 Good Housekeeping Stores, a typical one—interested in nationally advertised goods when given a lead—willing to co-operate—anxious to see more goods advertised.

C. C. COCKS' SONS
Wholesale and Retail Dealers in
Reliable Food Products
Established 1850

Cornwall-on-Hudson, N. Y.,
January 15th, 1913.

Good Housekeeping Magazine,
New York.

Gentlemen: The Special Trade Bulletin at hand and accept our thanks for same and copies previously received.

In looking over the goods advertised in the Bulletin, 35 in all, we find we have in stock and *sell* (many merchants carry goods but do not sell them), 27 out of the total. That's pretty good for a store in the country, isn't it?

Among this list of advertisers has it ever occurred to you that you have none, excepting Hunt's Fruits and Kornlet, that advertise canned vegetables or fish? Why is this? Do you not think that greater demand would be created and use made of these goods if advertised? Surely the American people are great users of canned goods—and goods packed by the A-1 concerns that are in the business would if advertised mean greater use and mean a larger field for the canner.

When is another ad. contest to be put on? In the last one we mailed a copy of our local paper, but think it must have been lost, never having heard from it.

Very truly yours,
WILLIAM B. COCKS, Vice President.

The policy of excluding advertisements of foods and cosmetics unless passed by our Washington Bureau, Dr. Wiley, director, is welcomed by our 4,000 merchant friends as making the magazine more than ever a buying guide and a selling help.

It is welcomed by advertisers. Our March advertising exceeds by more than 7,500 lines that of last March. For the February issue we declined seven pages under the new rules.

That the policy is welcomed by our readers is so much a matter of course that it need not be asserted.

Good Housekeeping Magazine

Coöperates with the Retail Merchant

NEW YORK

WASHINGTON

CHICAGO

BOSTON

WHY SELLING DIRECT TO RETAILER IS BECOMING POPULAR

CONCERNS THAT FOR GOOD BUSINESS REASONS HAVE DISPENSED WITH THE JOBBER—THE UNFAIR COMPETITION OF THE JOBBER'S PRIVATE BRAND — WHAT THE JOBBER SHOULD DO TO MEET THE LOGIC OF THE SITUATION

By J. George Frederick.

Why do Spalding's, Gillette, Ingersoll, Sherwin-Williams, Melin's Food, Colgate's, Nemo Corsets, Victor Talking Machines, Gorham Company, H. J. Heinz, and scores of other representative national advertisers sell their goods direct to retailers?

Why did a big hardware advertiser plan recently a possible revolutionary shift from jobbers exclusively to selling direct in some manner?

Why are advertisers throughout the length and breadth of this country, in scores of different and unrelated lines of manufacture, very carefully looking into the subject of selling without jobbers?

These three questions are among the most searching and suggestive that could be asked in the whole selling and advertising field. They cut down into the very heart and vitals of a situation which is bound to become more acute as time goes on, if the evolution of conditions continues in the same manner as now; and will unquestionably, in time, re-vamp distribution methods in this country. The parcel post and reduced express rates will give the movement impetus among small weight goods.

From a detailed investigation, which I have recently completed, I am impressed especially by the following specific points:

(1) That in many lines of trade the jobber who is a jobber exclusively is almost as defunct as the dodo.

(2) That many of the larger retailers are taking on functions outside their sphere.

(3) That in the shortsighted and extremely selfish scramble for

immediate personal advantage by the various distributive factors, the ultimate good to the whole sales and distributive field is being overlooked—that of efficient, specialized, distributive function.

(4) That the entire mix-up is the logical outcome of results of the failure of manufacturers to take pride in plans and make known the quality of their article of manufacture.

With these points and conclusions in mind, it will be somewhat easier to get a perspective on the situation in actual instances.

It is now thirteen years since A. G. Spalding & Bro. cut off all the jobbers from their list. This in the hardware field, where widespread distribution has made it particularly hard for manufacturers to do without jobbers, was a most radical step. It was met by the establishment of a chain of Spalding stores which served as jobbing distribution centers. These now number about thirty.

It took some years to assimilate this heavy branch agency expense, but it has proved very fruitful in the long run because of the fact that the Spalding selling idea and Spalding policies are now *directly controlled*, and Spalding aggressiveness is disseminated without hinder or let to the retail distributors throughout the organization selling Spalding goods.

Price-cutting was really the deciding factor for Spalding in cutting off the jobbers,—as it is in so many instances. The jobber has so many ways of cutting price that it would take a catalogue to enumerate them. Also, it is practically impossible to get around the situation when once the jobber starts to *sell his own brand*. There are large and famous hardware jobbers who list in their catalogues well-known, standard goods, but side by side with it are listed their own brands in brilliant colors and strong display (contrasted with the mild and inconsequential black and white set-up of the standard goods listed) in a manner sure to introduce disparagement even if the salesmen do not say a word.

When the jobber's own sales-

men, under severe orders, push the jobber's own brand of goods, and minimize the standard advertised brand, how can the adoption of selling direct be anything but a matter of a short time? And what right or reason have jobbers to complain when it happens?

About two years ago, the Mellin's Food Company reduced the best quantity price from one gross to four dozen to retailers in the belief that many more would then purchase direct, and at a lower price than they had been paying to the jobber, and in this way meet a criticism and complaint of the retailer as to the close profit on the article. This, too, was due primarily to the very hurtful action of price-cutters, the price usually being cut well below 75 cents per bottle.

Immediately after this action, some of the jobbers refused to fill orders for Mellin's Food, and, in turn, demanded a better discount, together with a plea to have retailers order the three dozen quantity through them rather than direct.

This practical ultimatum was challenged by the Mellin's Food people, and last year, for three or four months, the company energetically supplied retailers without the aid of jobbers, in lots of not less than a dozen. This action and experience well demonstrated to the company that it could efficiently get along without the jobber, but that the course would be hard, to say nothing of the distastefulness of a running fight with important distributors.

At the request of the jobbers themselves, the situation has now been patched up, but with the Mellin Company retaining the privilege of selling in four dozen lots to the retailer. On the jobbers' side, they were to receive a better price on gross quantities, a concession being granted of about 2½ per cent over previous jobbing discounts. This situation leaves Mellin's Food in that very large and increasing class which now sells *both to the jobber and the retailer*, in a unique and effective straddling method which seems to be

particularly adapted to the psychology of the situation.

The activities direct upon retailers of manufacturers are constant warnings to jobbers that the manufacturer has already a line on a considerable portion of his retail trade, and that the manufacturer is not so wholly in the jobber's hands as he used to be in the old distributive days of long-distance jobbing and complete alienation of manufacturer from retailer.

Even such a concern as Parke, Davis & Co., the large drug manufacturing house, which is on a thoroughly friendly and co-operative basis with jobbers, nevertheless does go over the heads of jobbers in special instances, where the jobber is a manufacturing competitor, or when he does not co-operate aggressively.

In other words, Parke, Davis & Co., like many another concern, does not propose to have its possibilities in business stultified and iron-bound by the private ambitions and special affiliations of jobbers. Such action is not deliberate policy, but in many cases actual necessity, for the competing manufacturing jobbers are now as realistically competitive as any competing house could be.

It is for this reason that the number of salesmen who travel for old-line houses and houses in staple lines of trade are rapidly increasing, even though they do still sell only through the jobber. Even in cases at present where the salesmen simply take orders and turn them over to jobbers, the field is being closely studied and relationships with retailers established, and the data concerning local conditions gotten in such shape that the indifferent or drastic action of jobbers will not catch them unawares, and that they will have the means of self-protection, in any case of controversy or conflict.

The thoughtful manufacturers who are taking such measures and more closely analyzing the field are by no means red-headed radicals who are trying to shove the jobber off the map, or who have any illusions concerning their

ability to do without the jobbing function. Their quarrel is that the jobbing function is being used as a disguise to compete with them and to beat them at their own game.

In the 75 or 100 individual concerns whose direct selling policy with regard to jobber and retailer I have in my special investigation closely examined and reported upon, I found the same principle operating in each. This principle was the endeavor to control their distribution and protect it. In other words, manufacturers are now realizing that as live manufacturers their business is not finished when they deliver goods into jobbers' hands, nor even when they insert ads in the magazines.

They find that they must *police the goods* along the entire line of distribution down to the very door of the consumer, in order that the consumer may get the article where, when, at the price, in the condition and with the guarantee which the manufacturer in his pride of making has decided should be his standard.

To the constructive mind which is out of the immediate turmoil of distribution relations, it seems a great pity that alert modern men, who understand modern merchandising and distributive conditions in a clear way, do not build distributive organizations for manufacturers to serve as *jobbers only*, in the true function of jobbers, and not in any other function, and ask the fair and well-earned percentage which is the accepted jobber's portion—namely from 6 to 12 per cent. They could make their fortunes from this per cent without going into retailing or manufacturing if they really undertook to *serve* the manufacturers.

The tendency seems to be that the modern intermediary distributive organizations will undoubtedly be built on a nationalized scale; either by independent organizations, or by co-operative groups of manufacturers themselves, in individual lines of industry; to eliminate the only other alternative which big manu-

facturers have to face in this matter of controlling distribution—the establishment of branch warehouses, or distributive stations of their own. An advertiser now is preparing an analysis of jobbing centers, freight zones and rates, preliminary to the establishment of self-owned and operated distributive branch warehouses.

At present jobbers, as a rule, do not at all comprehend either their opportunity for concentrated service, or the value to them of the decreased discount *but more rapid turnover* in well-known and well-advertised articles. They are not ambitious to be efficient jobbers; they have been led into false and mixed ideals of their business, and they have failed to understand the economics of the changes which have taken place in population, selling methods, and selling relationships in the past fifteen or twenty years.

Manufacturers have not in all cases given jobbers the right consideration, for jobbers have been up against unusual situations of their own; (1) because of weak retailers and the extent to which jobbers have had to carry them; and (2) the evils of the *personal* element in jobbing salesmanship, which has concentrated arbitrary power and excessive cost upon the jobber's salesmen. Real salvation from the highly autocratic jobbing commission salesman, in whose hands jobbers themselves virtually are in many cases, must be secured before efficient, impartial, aggressive service can be rendered manufacturers.

A list of manufacturers who are selling direct to retailers is the most amazing roster of live and famous manufacturers that has ever been compiled. The significant part of it is that the names represent a majority of the best-known trade-mark and advertising good will of the country. This to an observer proves that the development of good will and independence with the consumer through advertising means not only increased control of distribution, but a very much more widespread market. There would be many more advertising ac-

counts if distribution were less of a stumbling block to manufacturers. It is to the interest of all makers and distributors that all goods offered for sale be obtainable without proselyting or delay when the buyer wants them. The channels of distribution should be open and easy, and the contest centered upon educating and energizing the consumer to get exactly what his mind decides he wants. The contests should *not* be over the control either of jobbing advantages or of retail opportunity to swerve consumers from their own minds.

To reach this ideal are needed open, quasi-public service jobbing and distribution machinery, instead of star chamber, private brand, proselyting distribution factors. We would then have more and bigger manufacturers, more and bigger advertising and more and better service to consumers.

TO BEGIN CAMPAIGN FOR AMERICAN FASHIONS

H. D. Robbins, chairman of the Vigilance Committee of the Advertising Men's League of New York, Clowry Chapman, counsel for the league, and M. L. Wilson, of the Blackman-Ross Agency, were among the speakers at the organization meeting of the Society of American Fashions for American Women held at the Hotel McAlpin, New York, February 4.

The society will begin a vigorous campaign to expose the fake Paris label said to be imported extensively for use by New York garment makers. It will also begin a crusade to make American fashions predominant and to call the attention of consumers to the superiority of clothing of American manufacture. Mr. Chapman was made permanent chairman. Among those who took part in the discussion were A. M. Grean, who has been temporary chairman of the organization; Edward Bok, editor of the *Ladies' Home Journal*. Mr. Robbins said that American people would appreciate home products if they were properly advertised.

MUTTON BECOMES MANAGING DIRECTOR

F. E. Mutton has been made managing director of J. J. Gibbons, Ltd., Toronto and Montreal. Mr. Mutton joined the Gibbons staff nine months ago.

Dan Daly, who has worked on the *Cleveland Plain Dealer* and lately with the Dry Goods Publishing Company, has joined the advertising department of the *Philadelphia Public Ledger*.

TO PRESS STATUTE UPON LEGISLATURES

A conference of representatives of the central division of advertising clubs was held at the La Salle Hotel, Chicago, Monday, February 8. This is said to be the first conference ever held by the clubs of any division and was attended by representatives of fifteen of the eighteen clubs which cover five states. Many of the clubs were represented by more than one delegate.

The meeting was called by W. R. Emery, western representative of *Everybody's Magazine*, president of the division. "Perhaps the most important thing about the meeting," said Mr. Emery, "was the spirit and enthusiasm demonstrated by the members who took their time and paid their own expenses for the good of all the clubs."

There were five hours of informal discussion on various phases of club work.

A committee, of which F. E. M. Cole, of Chicago, is chairman, was appointed to consider the feasibility of issuing a news bulletin to all the clubs to apprise each of the activities of the others. This committee will report at a district convention to be held in Cincinnati later.

Discussion of vigilance work occupied a large amount of the time. PRINTERS' INK statute has passed the lower house of the Ohio legislature and efforts are being concentrated to enact it by the present session. Plans were also made to act together to obtain the same legal prohibition of fraudulent advertising in all states of the central division.

CHURCHES OF WILLIAMSPORT, PA., START CAMPAIGN

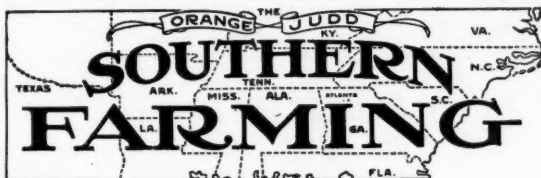
For the first time in the history of Williamsport, Pa., the churches of that city last month inaugurated an aggressive advertising campaign, the purpose being to increase the attendance at church services and incidentally, it is to be assumed, to amplify the collection.

The Williamsport Ministerial Association some months ago appointed a committee on advertising, of which the Rev. Wm. Charles Hogg was chairman. One of the results of this committee's efforts was a full page ad in the *Williamsport Gazette and Bulletin* of January 25.

The upper half of the page was filled with editorial matter, dilating on the attractiveness of the services, and the lower half was taken up with church notices. Ten Protestant denominations were represented.

The ad was headed "I am Going to Church on Sunday" in 72-point lining Gothic, the psychological intention being to cause the reader to promise he would go to church almost before he knew it and that he would really believe it and act upon the sub-conscious impression. Whether that was what produced the outpouring of new churchgoers or not, it is a fact that the services were attended in a way that brought joy to the hearts of the ministers and the advertising is likely to be continued indefinitely.

The Farm Weekly Covering the Whole South



ATLANTA, GEORGIA



© 1913 HILLMAN & SONS

NEWSPAPER
MAGAZINE, OUTDOOR
ADVERTISING

© 1913 HILLMAN & SONS

MASSENGALE ADVERTISING AGENCY

ATLANTA-JACKSONVILLE

STANDARD CO.

January 8, 1913.

Mr. Wm. F. Parkhurst, So. Adv. Mgr.
Orange Judd Southern Farming,
Atlanta, Georgia

My dear Sir:

We want to take this opportunity to congratulate SOUTHERN FARMING on the showing it has made on the Salem Iron Works advertising.

We must admit that we are a little surprised at the results it has produced; that is, as far as the number of inquiries are concerned.

As you know, the Salem Iron Works are using the leading farm papers in the South, and the showing made by SOUTHERN FARMING compares favorably with any of them.

With best wishes for a successful year, we are

Yours very truly,
MASSENGALE ADV. AGENCY.

Edited at Atlanta, Georgia, by Prof. L. A. Niven, a man who knows the conditions and needs of the *new* South, and who is an authority recognized by the best Southern farmers. Although our present rate of 25 cents per line is based on "45,000 circulation weekly guaranteed," *Southern Farming* has now close to

70,000 Circulation Weekly

among the *leading* farmers in the South, men who are applying in the South the same aggressive methods that have made the Northern and Western farmers so prosperous. There is *purchasing power* in this circulation.

Address nearest office for Sample Copies and further information regarding this new leading farm weekly—SOUTHERN FARMING—the farm paper for the whole South

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Southern Office: 326 Candler Bldg., Atlanta, Ga.

Western Office:
1209 Peoples Gas Building,
Chicago, Ill.

Northwestern Office:
601 Oneida Building,
Minneapolis, Minn.

New England Office:
Myrick Building,
Springfield, Mass.

BILLBOARD COMMISSION MEETS OUTDOOR ADVERTISERS

Mayor Gaynor's billboard commission, which is investigating outdoor sign conditions in New York, on February 3 listened to the testimony of leading outdoor men.

Among those heard were O. J. Gude, president of the O. J. Gude Company; Barney Link, president of the Van Beuren advertising company; H. J. Mahin, of the O. J. Gude Company; W. F. Wentz, of the Sky Sign Company, and Charles O. Maas, attorney for the New York Billposting Company.

Mr. Gude and Mr. Link both declared that it was useless to attempt to regulate outdoor advertising by legislation. Those who controlled sign space were doing everything possible to improve conditions, they stated. Mr. Gude said he would be glad to pay for suggestions from any art society or individual who would show him how to make outdoor advertising more attractive and in better taste. He told of the recent Budweiser campaign and said that favorable comments on its outdoor advertising had been received by the Anheuser-Busch Company from many quarters, including members of art societies.

Mr. Link told of the rigid censorship exercised over all copy submitted for outdoor advertising and of the elimination during the past few years of many of the most objectionable features. Mr. Link stated that this work would go on without forcing by outside interests.

The matter of taxation was brought up, the commission having decided to look into ways and means by which billboard and sky signs might be subject to a special tax. Mr. Maas declared that such taxation would be unfair discrimination against property owners and unconstitutional. A property owner, he said, might erect an advertising sign on his own property, without taxation. If his neighbor leased a corresponding space to an advertising company it would be subject to taxation under the proposed plan, which was unquestionably unfair, he said.

ASSOCIATED PRESS ATTACKED

A bill has been passed by both houses of the Arkansas legislature to regulate transmission of news over telegraph and telephone wires. The provisions would compel the news associations, like the Associated Press, to furnish service to whoever makes proper payment for it. Those who argued for its passage said that an unfair advantage accrued to those papers that held the franchise and that there was, therefore, a monopoly which should be broken.

It is expected that the governor will sign the bill.

Stephen B. Jones, president of the Western Fuel Company, of Chicago, is president of a new Chicago advertising agency, the Lee-Jones Advertising Corporation. Frank I. Lee, secretary, was formerly connected with Lord & Thomas.

LOZIER OFFICIALS FORM THEIR OWN COMPANY

Several of the leading officials of the Lozier Motor Company, Detroit, have retired from that corporation and formed the Chandler Motor Company, which will make the "Chandler Six."

Officers of the new company include F. C. Chandler, president and general manager (lately vice-president and general manager and a director of the Lozier Company); C. A. Emise, vice-president and sales and advertising manager (lately sales and advertising manager for the Lozier Company); W. S. M. Mead, second vice-president (lately Eastern and foreign manager for the Lozier Company); Samuel Rogar, treasurer (lately treasurer and auditor of the Lozier Company); J. V. Whitbeck, engineer (lately designer and engineer of the Lozier Company); J. R. Hall, production manager and superintendent (lately superintendent of service and supplies for the Lozier Company).

Temporary offices of the Chandler Motor Company will be in Woodward avenue, Detroit.

President Jewett denied a rumor that the Lozier Motor Company will be merged with the Paige-Detroit Motor Company. Paul Smith, formerly with the Flanders and Studebaker interests, has become sales manager of the Lozier Motor Company.

CO-OPERATIVE CANNED FOODS MOVEMENT

The National Canners' Association, National Wholesale Grocers' Association, Southern Wholesale Grocers' Association, National Canned Goods Brokers' Association, and the National Association of Retail Grocers are co-operating in sending out literature to retailers urging them to observe a special canned foods week, from March 31 to April 6, 1913.

The Canned Foods Week Committee, located in the Masonic Temple, Chicago, is in charge of the project, which is described as a "movement to familiarize consumers with the wholesomeness, excellence and economy of canned foods," thereby increasing their sale and use. John A. Lee is managing director for the committee.

THE ADVERTISING MAN AS A DRAMATIC INFLUENCE

Dorothy Lane, an English actress starring in "A Butterfly on the Wheel," addressed the St. Louis Admen at their luncheon February 5 in the place of Charlotte Walker, who was first "billed." She was made an honorary member. Miss Lane said the English go to see a play because Pinero or Shaw wrote it. Press work counts for little over there.

"But Americans understand the art and psychology of advertising, and employ advertising men who know how to make the glamor of the footlights almost irresistible," she said. "The stage is becoming more refined through the agency of the advertising man."

SPACE SELLERS ESTIMATE WORTH OF THEIR ME- DIUMS

SPEAKERS WHO TOOK PART IN THE
"BULL RING" FEATURE AT SYR-
ACUSE FOCUS THE ESSENTIAL
STRENGTH OF THEIR SERVICE—NO
DISPOSITION TO "CLAIM IT ALL"

The significance of the claims of various mediums made by their advocates in the instructive "Bull Ring" feature at the Syracuse convention of the Association of American Advertisers is that there was less disposition to regard any one medium as the only good one. A representative of each medium—newspapers, street cars, magazines, etc.—argued the worth of its value as a co-operative force in a national campaign.

The following extracts from three of the addresses will serve to indicate the manner of the discussion:

W. H. JOHNSON ON THE NEWS- PAPER AS A SALES MEDIUM

I want to be frank. For more than two years I sat behind the space buyer's desk handling national newspaper campaigns. I want to say that more bunk passed over it from my side than across it from the other. I at first took my cue from others of my class. It was the fashion then to believe the newspaper advertising men mostly and intentionally wrong. It seems to be the fashion now.

Candidly, the fashion should become extinct, for it is as silly, and as uncomfortable as a hobble skirt, but unlike the hobble skirt, it covers charms without disclosing them.

The newspaper man, publisher or advertising manager, is basically honest, basically correct. Just as it would be unfair to judge the virtues of the race by the vices of the men in Sing Sing or Auburn, so it is unfair to us to judge our newspapers unsound because of the corrupt practices of an exceedingly small minority and a diminishing minority at that.

If our editors were to publish the kind of newspapers many of

you advertisers recommend we managers would be without jobs, for the reason that the circulation which is your meat and drink, and ours, would be rendered extinct. It would be the era of the sales circular, the booklet, the trade almanac and the people would not stand for it.

Further proof that we are basically right in the product we manufacture, we are the only sellers of a commodity that is universally demanded, and which enjoys perfect distribution. Perfect demand and perfect distribution are only created and maintained by manufacturing and selling a product 100 per cent fine. It is a glowing tribute to the editors who furnish our attention value that the newspaper habit is a healthy, red-blooded habit 365 days in the year.

But any publication and its relative importance viewed strictly from its advertising value must be considered as *a part of the wheel*, never as the wheel itself. True, I consider the daily newspaper as the hub of the advertising wheel.

I sincerely believe that if a great many of our national advertisers to-day were not expecting toy wagon campaigns to produce carload efficiency they could better appreciate the truth of the statement.

I believe that if we newspaper advertising managers refused to permit them to indulge in such a belief, we would be better able not only to controvert the arguments of our friend of the magazine but at the same time be better able to prove the wonderfully great efficiency of the daily press.

Advertising policies should be determined by merchandising necessities and with due regard to the cost of the advertising service to be employed. Most of us would prefer a palace to a cottage, and it is rather a fault than a virtue that most general advertisers are to-day trying to buy the palace with the price of a cottage.

They try to create a nation-wide demand for thirty-five or fifty thousand dollars, and by alluring

the local merchant into believing that it is wisdom for him to localize the product through the expenditure of his own money, and by so doing standardize some other name than his own, and at the same time restrict the market from which he can buy his stock. So many lines competing for standardization have embarrassed the retailer, and in this year 1913 he is putting the job of localization squarely up to the manufacturer.

He controls his market through the local press, you can nationalize, localize and standardize your product best through the same agency.

The difficulties that faced the advertising pioneer of a few years ago were vastly less weighty than those facing the advertiser who to-day has entered the list in competition with him.

No self-respecting newspaper will permit a national advertiser to enter its field inefficiently equipped. The publisher or advertising manager will see to it that the copy is right, the appeal suitable to the environment to which it is to be made and that it is emphatic enough to make itself read and obeyed. The fact that we have encouraged the general advertiser to enter our territories with a positive misconception of the field is one of the reasons why we experience great difficulty in reaching and serving many of them to-day.

Until we insist on the same specific attention to detail from the foreign advertiser that we demand from the local advertiser, we are foolish to suggest our publication as valuable or useful to him because, through ignorance of local conditions or his prejudices, he may, as he has often done, play Delilah to the Samson we offer for his use.

An advertiser to whom we but recently talked, has during the past year been the victim, or will be if present plans are carried out, of positively idiotic newspaper solicitation. He has finally agreed to zone his copy and spend \$15,000. How and where? In cities north of the Mason and

Dixon line and east of the Mississippi river. He is going to buck big strong competition. Competition that is spending \$100 where he is spending one dollar. This advertiser's campaign will permit of his using one paper in a town with 56-line copy once a week. If he had but to contend with the reader for time, he couldn't win out, but when you stop to realize that this 56-line copy in one paper one time a week has to buck more than ten times the space of his competitor in two or more newspapers three times a week supplemented by magazine and billboard advertising, can you realize what is going to happen to that advertiser and his \$15,000?

The agent excuses himself with "I must refer to the wishes of my client." What would happen to a lawyer who permitted a client to insanely plead guilty knowing full well his client to be innocent? That advertiser, if present plans carry, will "die a-borning." If we participate in this sort of malpractice, we have no right to expect the advertiser to consider for one moment the usefulness of newspapers in creating or adding to a business that has become established.

Newspapers are only useful to the general advertiser when they parallel his necessities, and when he will spend sufficient money to warrant their services. A newspaper campaign nationally conducted costs money. A zone campaign properly planned and handled, supplemented by work in other media, will turn over a field to a national advertiser more quickly, more thoroughly and more economically than through any other sort of channel.

To permit an advertiser to expect miraculous results from an insufficient appropriation is like feeding a typhoid patient soft-shell crabs and expecting him to live. It can't be done, and the sooner we newspaper managers insist that an efficiency expert can't be hired for the price of an office boy, the quicker we will demonstrate to the general advertiser that we are as we claim to

More than
2,000,000

Circulation Weekly

***THE SATURDAY
EVENING POST***

The largest circulation ever attained by any magazine in the United States that is bought at its full, regular price for its contents alone. It is never included in cut-rate "club" offers. Premiums are never given to its readers to influence them to buy it.

The Curtis Publishing Company
Independence Square, Philadelphia

be, the broad, smooth, well-oiled and dustless merchandising highway upon which a campaign can be started with sufficient fuel and be confidently expected to run its course without fear of punctures or skidding.

FRED. H. RALSTEN ON THE ADVERTISER AND THE MAGAZINES

I am always amused at the position taken in meetings of this kind by the representatives of different forms of advertising. The best of us are inclined to examine the other fellow's business through our own inverted spy glass, and to judge of its merits and value by the limitations of our own experience.

In my judgment, all good advertising is good. The rub is to select advertising best suited to the advertiser's need, and within the limitations of his pocketbook.

To the broad-minded manufacturer, the advertiser who actually spends the money, there is no fight, or should be none between the different kinds or forms of advertising. He has only a smile for our little "Tempests in a Teapot." Long ago he has settled certain fundamentals for himself that I want to call to your attention.

All advertising must be paid for out of a percentage of the profit on the article sold. This is true whether the medium be billboards, street cars, newspapers or magazines. National advertising must be paid for out of a per cent of the profit on the goods sold nationally. Local advertising must be paid for out of a per cent of the profit on the goods sold locally. Newspaper advertising or any other form of local advertising for concentrated distribution must ultimately be a charge against the percentage of profit made on the goods sold in the particular city in which the advertising is done. Any such concentrated advertising, whether it be newspaper, billboard or street car, is a charge, and to be successful must be a charge against the retailer's profit and not against the manufacturer.

The only advertising that should be paid for by the manufacturer is the advertising that standardizes, popularizes the article to a point that it moves it from the manufacturer to the retailer's shelves and makes it easier for the retailer to sell than any other competing line. Any manufacturer who pays the per cent of profit necessary for a localized concentrated campaign must inevitably suffer a loss on the manufacture and the sale of these goods. There is not sufficient margin of profit in any manufacturer's line to stand what practically constitutes a double advertising charge against his goods, viz., the charge of distribution as represented in getting the goods from the manufacturer to the retailer, and second, the charge or cost of getting the goods from the retailer's counter to the final consumer. This last item must always be a charge against the retail profit.

The day of the manufacturer assuming all the responsibility and expense on the final sale of his product to the consumer is past. The most successful manufacturers are agreed upon this point. His problem in advertising is to standardize his trade-marked line of goods and popularize it to the point that it makes it easier for the retailer to sell than any competing line.

Gentlemen, our problem is not to war among ourselves, but to carefully study our own propositions and to present them to the manufacturer in the way best suited to accomplish his purpose with the least possible effort and the greatest possible profit.

In the magazine business the publisher's first duty is to his readers. If he can get their good will and appreciation he need never worry but that the advertiser will find some way profitable to himself to reach these readers with his announcements and advertisements.

It has become a settled question among most business men that the value of magazine space cannot be measured by a foot rule, that space used in magazines means more or less than the white paper

plus the message. The advertisement carries with it whatever of good or bad the publisher's purpose, policy, yes, his service, has meant and is meaning to his reading public. No magazine can permanently succeed, can render a worth while service to society and the public unless it has back of it a fixed policy, more than that a dominant spirit, yes, a red-blooded, living individual attuned to the needs, the hopes, the ambitions, keen and alive and sympathetic to the problems of society and particularly its public. This well-defined policy must be in the hands of an honest God-fearing man with brains, sympathy and courage to put it into execution.

The measure of success of any magazine will always be in proportion to the character and the ability of the individual to live up to his policy.

The magazine publisher's ambition is no longer merely a matter of making plus the selling or giving away of a certain number of copies. The day of making a

magazine merely to get advertising is a thing of the past and you, gentlemen of the A. A. A. have had no little part in putting an end to that form of piracy.

The best magazine publishers are alive to and keen for the best interests of all their patrons. This includes the reader and the advertiser, and why, if for no other reason than it is good business? The successful publishing houses are to-day conducting their businesses along sane, economical lines. They are realizing that their business is a peculiar business, and that it has a close and intimate touch at all angles with all kinds of phases of society and business. They are appreciating more every day that their ultimate success depends upon the favorable conditions of society as a whole, and to some degree upon your success. The highest type of publisher appreciates the value to his business, his mediums and to his clientele of the well-selected, carefully prepared advertising of meritorious

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

articles, and gentlemen, he is offering his space to you on an honest guaranteed basis at a price on which he can make a reasonable profit, and at the same time permit you, the user of space, to secure your right and just profit.

H. J. MAHIN EXPLAINS THE STRENGTH OF OUTDOOR ADVERTISING

On the night we first lighted the electric Heatherbloom girl—the girl in the rain with the fluttering skirts—several of us, as is our custom, mingled with the crowd on Broadway to hear the comments, and I heard one man say to another, "That IS a wonderful sign, but I like this beautiful White Rock sign up here"—and as he turned and pointed upward a blank look of astonishment came over his face—all he saw was the frame work of a new skyscraper—the sign he had in mind and the building on which it stood had been removed months before.

The proprietor of a dyeing and cleansing establishment with one store on a side street, had an ambition to secure, what he termed, carriage trade. He finally took a few painted bulletins in the best residential sections. The carriage trade then came, also much other trade, until from one store his business grew to seven big establishments—all in less than four years. And from an expenditure of \$75 a month his advertising appropriation grew to more than \$50,000 annually.

This was an exclusive outdoor advertising success, demonstrating the facility with which the medium can adapt itself to the appeal to special classes—with the least waste circulation.

Going to the other class extreme—an investigation made recently on the East Side showed that out of 29 trade-marked products which were good sellers in the little grocery stores of that section, 19 were users of painted or electric signs.

To take advantage of a remarkable concentration of national circulation Mr. Squier

places big bulletins along the railroads entering New York—thus telling the story of Pabst Blue Ribbon every day to 493,000 people riding on 2,341 trains.

Mr. Hawkins comes to New York, and has the Gold Dust Twins pictured at busy corners all over Manhattan, each sign supporting and strengthening the other, and altogether giving a continuous glow of publicity that envelopes that little island where live six times as many people to the square mile as in any other city in the country.

The effect of dominating outdoor displays on the individual is exemplified in the enthusiastic comments passed by Europeans visiting this country who are prominent enough to be interviewed or to write their impressions. Only this morning I picked up a copy of the *Century Magazine* and find therein an article on New York by Pierre Loti, the famous French admiral and author who says of electric signs:

When I return from here, Paris will seem just a quiet, old-fashioned little town, with tiny, low houses; nor will any of its Fourteenth of July illuminations approach in brilliancy the phantasmagoric display that one may see in New York on any night of the year. Everywhere multicolored lights change and sparkle, forming letters, and then dissolving them again. They fall in cascades from top to bottom of the houses, or in the distance seem to stretch in banners across the streets. But it is up in the air that one chiefly gazes despite all the noise that goes on below; for up there, on the tops of the buildings, are signs that move, operated by ingenious mechanisms, visions that dance; a thread manufacturer shows an enormous yellow cat unwinding a reel of red fire, and winding itself up in the cotton; farther up Broadway a toothbrush-maker, the most grotesque of all, has a little devil with rolling eyes of fire, who capers about in the heavens with a toothbrush forty feet long in each hand. The apparitions flash out, move, fade away, quickly, very quickly—so quickly, indeed, that the eye barely follows them. From time to time some enormous advertisement perched on top of a dark skyscraper, almost invisible in the murky atmosphere, breaks out into red flame, like a constellation, hammers some name into your memory, and then as quickly vanishes. To my Oriental turn of mind it is all very strange and even a little diabolical; but it is so droll, so ingenious withal, that I am immensely amused and even on the verge of admiration.

Just to the South of the Writer of this Ad—

a tremendous building has been finished intended to house the municipal offices of Greater New York.

Just below, to the left, subway construction work is pushed day and night.

To the north-east, the Pennsylvania R. R. is changing the face of Long Island—more construction work.

All over the country similar scenes are being enacted. New and better roads are being laid, dams are being constructed, bridges are being erected.

Back of all this ceaseless hum of civil engineering construction work are the engineers who plan and the contractors who carry out.

For these men a weekly paper is published.

Engineering News

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,600.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 20,500.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 28,500.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,500.

For 39 years it has been *their* publication — recognized almost universally as *the* paper of the engineering and contracting field.

If you make or sell machinery, instruments, equipment or material used in this tremendous field of endeavor—

Your ad "belongs" in Engineering News as certainly as your product belongs in the industry.

The Make-It-Pay Department

will handle your account without cost beyond the price of space.

Details?

Hill Publishing Co.

505 Pearl Street

New York City

SHERWIN-WILLIAMS' "TOP-NOTCHER" SALES COMPETITION

PRIZES AND SALARY INCREASES GIVEN TO SPUR FIELD MEN TO BEST EFFORTS—HOW MEN IN HARD TERRITORY ARE GIVEN EQUAL CHANCE WITH THOSE COVERING FERTILE SECTIONS

By Walter H. Cottingham,
President, Sherwin-Williams Co., Cleveland, O.

[EDITORIAL NOTE.—This article is made out of notes summarizing an address by Mr. Cottingham before the Cleveland Ad Club, Jan. 15.]

Sales managers should be managers of men, not of things. Their problem should be "How to get the best, not the most, out of their men." The understanding of the human factor is an essential to the success of a sales manager. How to get loyalty from your men is strictly up to you.

An Englishman on a tour of America visited our plant. We asked him what part of it impressed him most. He replied: "Not the building, nor the system, nor the product, but the magnificent spirit of your staff. How do you inject that spirit into them?"

Such spirit cannot be injected into any organization. It can only be grown and developed from the inside, not from without. Men must deserve loyalty or they won't get it. The human factor touches our business on all sides.

Competition is our best ad. It puts snap and strength into our work. Deep down in the heart of every man is the desire to win. It is this striving to excel that makes of a worker a leader of men, a city a metropolis, a nation a world power.

Business rivalry in every plane creates an atmosphere wherein the wheels of trade are made to go round with added vigor and vim. This competition is commendable and worthy, but I would call your attention to another mode of competition which is necessary to the business firm or manufacturing firm of the country. It is *competition within its own ranks*.

I do not mean competition of bitterness, but rather a rivalry through which there shines forth friendship and good will, each and every man imbued with a feeling of pride for himself and his firm.

To illustrate my point, I will tell you of the methods employed by the Sherwin-Williams Paint Company and through which we have built up our trade, sales, and a selling organization, which I can say with pardonable pride is equal to any in the world.

We have what we call the "Top-Notcher Trade Sales Competition," through which we urge every member of our selling organization to better efforts by reason of honors and money prizes. Each member of the selling force tries to be the top-notch in his district, the top-notchers of a district are in competition with other districts, and the district managers are keen to turn in higher sales than other districts, thereby involving a competition from the lone salesman up to the branch managers within the very headquarters office.

Of course this competition is graded so an injustice will not accrue. There are some salesmen who are in what might be termed fertile territory, where the number of sales and the amount reached would more than overbalance that of a salesman in a harder territory. It would be illogical to expect the high results from a salesman in territory of small towns and sparse settlements as from the man in densely populated districts. To overcome this we get estimates for the coming year's business from the salesman himself, his district manager, the general sales manager, and lastly from the chiefs in control. Then if a salesman overshoots the mark of estimate, increases his sales to a greater degree than was estimated, his markings would be equally as high as those from the salesman whose sales totaled a greater amount in dollars, but whose sales did not represent the effort put forth by the one who made the smaller amount of sales in dollars and cents.

Salesmen who reach the top-

An Expert Analyzes McClure's

in the 'New York Times,' Review of Books



"Judging from the February number McClure's has been gathering tremendous momentum in training quarters. As a study in modern magazine editing McClure's is significant."

"Brian Boru is offered as an attraction that will out-Wallingford Wallingford, and I don't know but that he does. Certainly if you want to read a good galloping yarn, 'The First of the Booster Stories' will delight your soul."

"Instead of increasing the size of the page McClure's has added more pages and then run the reading matter into the advertising section. This makes a better magazine and does not throw them into the new problems of make-up."

"Jeffery Farnol is the most inviting card that McClure's displays."

"Farnol, 'Amateur Gentleman' and Tarkington's 'Flirt' are the bright spots among the month's serials. McClure's new make-up is excellent. The editorial balance is noteworthy. The book is interesting from cover to cover."

Don't Miss April

Forms Close February 15th.



WALTER W. MANNING, *Advertising Director*

The McClure Publications, Inc.
McClure Building, New York

notch grade are awarded money prizes and other honors and whenever a meeting of salesmen is called these top-notchers have a table or section apart from the others. This fosters that spirit of wanting to win which is in every man. You may say this is childish, but then you know we are but children of the grown-up sort.

To show how we grade the man and mark our points I will give an extract from our rules governing competitive sales:

DISTRICT PRIZES

1st, \$200; 2d, \$100; 3d, \$50

Top-Notcher trade sales representative for entire company will receive \$200 in addition to district prize.

| | Points Decline Each | Points. Place. |
|--|---------------------------|-------------------|
| Highest percentage of estimated total net sales..... | 150 | 5 |
| Highest percentage of estimated trade net sales..... | 75 | 2 |
| Highest percentage of estimated manufacturers and railway net sales..... | 60 | 2 |
| Highest percentage of gain in total net sales over previous year | 60 | 2 |
| Largest gain in dollars and cents for the year (net sales) | 35 | 1 |
| Lowest percentage on sales, deductions and expense report | 100 | 3 |
| Highest average on territorial work (see footnote)..... | 75 | 2 |
| Highest percentage of estimated varnish sales..... | 35 | 1 |
| Highest percentage of estimated new agents..... | 30 | 1 |
| Highest percentage of estimated new accounts of all kinds | 35 | 1 |
| Lowest number of past due accounts in territory based on quarterly showing after deducting number of expense accounts collected. | 15 | ½ |
| Largest number of orders taken | 15 | ½ |
| Largest percentage of increase in shelf goods line—Floorlac, Floor Wax, Crack and Seam Filler, Family Paint, Buggy and Auto Paint, Varnish Stain, Oil Stain, Handcraft and Golden Oak Stains, Enamels, Aluminum and Gold Paint, W. and I. Paint, Quick-Drying Colors, First Quality, Distemper and Graining Colors | 75 | 2 |
| | 760 | |

TERRITORIAL WORK

Representatives' competition on territorial work will be based as follows:

Highest number of days on territory.

Highest number of towns visited.

Lowest number of towns not visited.

Highest number of new accounts other than new agents.

Points on territorial work for city representatives will be based on accounts visited, instead of towns visited.

NET SALES

Net sales shall be gross sales, less sales of leads and zincs, linseed oil and unmanufactured sundries, also freight allowances, returned goods, overcharges and errors in billing.

BONUS FOR REACHING ESTIMATE

Every representative who reaches his estimate for Net Sales during the coming year shall receive a bonus of One Hundred Dollars (\$100), provided, however, that the payment of such bonus shall be optional with the management in the case of any representative who will not remain in the service for the ensuing year, and shall also not apply to anyone who begins service on any territory after the completion of the first quarter. Representatives who begin service on any territory after the completion of the first quarter shall also be ineligible to the Top-Notcher Competition, except by special ruling of the management.

I trust I have shown that friendly competition within the firm itself is as necessary as competition among business rivals and concerns. We keep interest at fever heat throughout the year by a method of score boards which are corrected to date every four months of the year, thereby enabling each man to see where he stands and where his co-workers stand in the competition. This fact never fails to win from the men an extra effort to pass the men above them.

Besides the prizes we offer a salary increase for business obtained by top-notchers. This is the right thing to do, for every man is more willing when he knows lasting results will follow honest effort and endeavor on his part.

HEARN DINED BY COMPETITORS

Indicative of a somewhat broader feeling in merchandising circles was a testimonial dinner given to G. A. Hearn, proprietor of Hearn's, one of New York's leading department stores, February 3.

Those giving the dinner included several of Mr. Hearn's competitors: J. B. Greenhut, Henry Siegel, Isaac Gimbel, Rodman Wanamaker, Nelson W. Greenhut and Jerome Siegel.

J. Herbert Mullin joined on February 1, the advertising staff of The Home Pattern Co., New York, the management of which has recently been taken over by the Curtis Publishing Co.

A Letter from
Harry Payne Whitney
Backer of the METROPOLITAN
to

H. J. Whigham
Editor and Publisher



The Letter



THE METROPOLITAN MAGAZINE

286 FIFTH AVENUE

NEW YORK

December 30, 1912.

Mr. H. J. Whigham,
286 Fifth Avenue,
New York City.

Dear Mr. Whigham:

I am glad The Metropolitan is doing
so well. I intend to make it not only a good
magazine, but the best in the country; and I
will stand back of you to the fullest extent
so that this will be done.

Very truly yours,

Harry P. Whitney



This Letter from Mr. Whitney

shows the support which has made possible the wonderful strides The METROPOLITAN is making. *More than that*, it assures a continuance on an even greater scale of an editorial policy which *guarantees* to our readers a most distinctive publication—a magazine with a decidedly interesting “punch.”

Mr. Whitney's letter will explain *why* The METROPOLITAN is getting the best work of

- ① Richard Harding Davis—next story in April.
- ① Gouverneur Morris—next six love stories.
- ① Arnold Bennett—essays *exclusively* and his novel in the fall.
- ① Joseph Conrad—writer of wonderful sea tales, *exclusive* with The METROPOLITAN.
- ① W. W. Jacobs—the famous English writer—*exclusively*.
- ① Compton McKenzie—author of “Carnival”—*exclusively*.
- ① Will Irwin, Emerson Hough, Brand Whitlock, Melville Davisson Post, Allen Sangree, Penryhn Stanlaws, Alonzo Kimball, Wallace Morgan, Maginel Wright Enright, and—
- ① *Why* the circulation of The METROPOLITAN has jumped nearly 150,000 in nine months and is increasing with every issue.

METROPOLITAN

“The Liveliest Magazine in America”

J. MITCHEL THORSEN

Advertising Manager

MAKING THE IMAGINATION FILL OUT THE PICTURE

NOT NECESSARY AS A RULE TO PUT
FULL FIGURES INTO ILLUSTRATIONS
—EXAMPLES OF ADS IN WHICH
FORCE IS GAINED BY LEAVING
MUCH TO THE IMAGINATION

By S. Roland Hall,
International Correspondence Schools,
Scranton, Pa.

The imagination is a marvelous thing. Put before it the potent word or picture and that ever-active film inside will begin to flash scenes more rapidly than man-made picture machines ever can do.

How an Ideal Was Realized

I sat at my desk at evening,
I was weary and ill at ease;
My fingers fumbled idly
In search of my missing keys
I looked on that waste of papers
My troubled head did ring;
In his realm of wild disorder
I crowned Confusion king.



And then, in my feverish fancy,
That scene began to change,
That waste of scattered papers
Was filled with movement strange.



The sheets assumed their places;
Like soldiers in array
They stood in solid columns,
Confusion held at bay.

The magic growth was finished;
Now Order ruled indeed;
Those Universal Binders
Supplied my crying need.



There is a way to make Absolute Order. There is a simple, practical, inexpensive plan that makes all your miscellaneous papers, all your letters, all your records into neat, compact, self-indexed books—and places them on special sliding shelves directly to your hand against the exact instant that you want any one of them.

This is the system we want to tell you about—the system that you ought to know about whether you have a hundred papers to file or a hundred million.

The Webster Unit Filing System is the most elastic system ever devised—and you can start with as little as one \$2.50 set and add to it as your business grows without ever changing the system, for nothing in what depends on you may require it. If your present system has already cost you more than the Webster is your only solution—and remember that its expense is absolutely nil.

Let us send you a catalog. Your name and address on your letterhead will bring it.

Webster Loose-Leaf Filing Co.
822 West Market Street, Louisville, Kentucky
New York, 100 Church St., 4th Fl.
Chicago, 111 South La Salle St.

PROSAIC IN SPITE OF THE VERSE

The hero darts off the stage,
and the mere clatter of a few coconut shells behind the curtain makes us see him, in our minds, galloping in hot haste down the road.

Say "Gettysburg" and instantly we see the slope that Pickett swept up, bloody Round Top and the field of monuments, though we may never have been there. "Titanic" brings at once the heart-aching vision of the great wounded greyhound of the sea and the hundreds helpless on the icy waters.

Build your desk of things you want to work with

UNDOUBTEDLY you thought the first-top desk that supplanted your old roll-top the height of desk convenience and efficiency when you bought it. On top of you. The flat surface offered no temptation for you to "bury alive" important correspondence as did the roll-top's outcrops of pigeonholes. But below level your flat-top had the same rigid drawer arrangement that made the roll-top a nuisance to general efficiency. The drawers were "built-in" according to tradition. No account was taken of your individual needs. Mismatched drawers like these are quite contrary to the modern idea that the desk should be adaptable to the needs of the individual.

Scarcely a man today but that runs files of some sort—files of names or his personal papers for things he can't accommodate in his desk. The sales manager, for instance, may have a card-index system to remind him of calls, appointments, etc.—a holder for the correspondence of immediate importance that he is not likely to send to the general file, the purchasing agent may want a vertical drawer file for price-lists, catalogs and samples, and a card indexing cabinet for this thing or that, the lawyer has need of special files for documents as well as drawer files for correspondence—but always these systems are apart from the desk. The sales manager, the purchasing agent or the lawyer must need for the thing he wants when he wants it or get it himself. There is no alternative unless he keeps things in his desk. If he does this it is to save the paper, document or let-



THE IMAGINATION FILLS OUT THE COMPLETE PICTURE

Advertisers can make good use of this accommodating feature of the imagination. Space costs too much to tell the whole story or to illustrate it fully. Besides the mind enjoys filling out some of the details. All we need do is to pick out the things that will start the mental picture-machine in the right direction.

The new advertiser, unless he takes unto himself competent advice, nearly always makes the mistake of trying to picture things



There is Economy in Buying Heinz Baked Beans

BECAUSE *heinz* beans give you more food value, as well as more satisfaction—more of the health-giving, strength-building elements your system requires. Far more than you obtain in the ordinary boiled or steamed beans so often sold in cans.

GOOD ECONOMY IN THE LAYOUT AS WELL
AS IN THE COPY

too fully. Nothing is then left to the imagination, and the result usually is that the picture is so cluttered up with non-essentials that the force of the essentials is impaired.

Consider the advertisement of the Webster Loose-Leaf Filing Co. for a moment. The poetry may be passed with the mere comment

The Original Vacuum Carpet Sweeper

Looks somewhat like the ordinary carpet sweeper as to size, operation and cost—but

• Differs

since the Sweeper-Vac removes every particle of dust, dirt and threads by the refreshing air-process and raises no dust.

Refuse imitations. Our basic patent No. 996,810 is the reason.

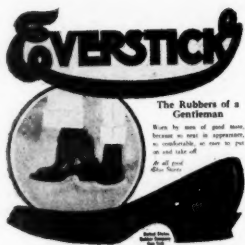
We offer a Free Trial, no matter where you live. No electricity needed. Simply write us and either say, "I wish to see the Sweeper-Vac" or "Please send further information." We will do the rest.

Pneuvac Company
59 Temple Place
Boston, Mass.



THE FULL FIGURE IS NOT NEEDED

that it is never necessary to put business messages into verse or to set them to music. The illustrations are not the worst you ever saw nor even poor ones, but the advertisement seems to be about binders, and though we have a whole magazine page in which to present this sales message, the binder gets treated as diminutively as if it were featured in quarter-page space. What good comes of showing Mr. Office Man's chair, his legs and feet and the bottom of the desk? The imagination of the reader would supply these details, and the saving in space would enable us to



WHICH IS THE BETTER?

play up the binder to better advantage.

Now, study another illustration of a man at a desk—part of a sectional advertisement. Here the illustration is simplified and concentrated, yet the mind supplies the whole man and the whole desk.

Compare the Webster page also with the Heinz ad, where Mr. On-the-Job Grocer is telling Mrs. Newly Wed something that she should know about baked beans. We know that these two people



What Goes Into a Lefever Gun

What you get out of a gun depends on what you put into it. Lefever guns are the finest of any gun ever made at all cost. Many of our guns have worked with us since they were first made. And now we are proud to announce that our guns are still working as well as ever.

By making our guns exclusively for years, our makers have achieved a reputation for excellence in everything that goes into a gun. Our guns are made of the finest materials and are built to last. They are also made to be easy to use and to shoot accurately.

Only the best steel can be used to make our guns. Our Chromalloy steel is the best in the world. It is also the best in the world for making guns. Our guns are made of this steel and are built to last.

The most complete gun is given to us. We give the factory where we make our guns into a 30-year gun at all points, with our distribution and maximum protection of shot.

LEFEVER SHOT GUNS

will improve your score at the traps they have won two Grand American Championships, or it will give you perfectly accurate service with game. It is guaranteed to always retain light. It has one-half inch bore (three times that of any other gun, and because of its compensating nature and its accuracy, it is the best in the world.

Our fine makers will explain our very desirable features. Your dealer will demonstrate the unsurpassed superiority of Lefever guns if you will ask him.

LEFEVER ARMS COMPANY, 33 N. 3RD ST., SYRACUSE, N. Y.

IT IS EXTRAVAGANCE TO SHOW THE FULL FIGURE

Florida

with her great wealth and diversity of products, offers a profitable field to advertisers and one that can be covered thoroughly and economically by her home newspapers.

Her agricultural productions alone amount to Fifty Million Dollars annually. Great numbers of cattle are shipped to Cuba. The value of her timber is enormous. The turpentine and rosin produced annually amount to more than Fifteen Million Dollars. Other important industries are the cigar and fertilizer factories and the fisheries.

There are three important cities in Florida, Jacksonville, Tampa and Pensacola. Their newspapers not only cover the local territory, but circulate throughout the State.

The leading Evening newspapers are:

| | Population. | Paper. | Circulation. |
|--------------------|-------------|-------------------|--------------|
| Jacksonville . . . | 57,699 | "Metropolis" . . | 18,000 |
| Tampa | 37,782 | "Times" | 14,200 |
| Pensacola | 22,982 | "News" | 7,800 |

We are prepared to furnish data regarding the class of goods finding readiest sale in these cities, the names of live dealers, wholesale and retail, and other information of value to an advertiser desirous of establishing a market in this field.

The E. Katz Special Advertising Agency

Representatives

15 East 26th Street, NEW YORK

Harris Trust Bldg., CHICAGO

have waists and legs and that the grocery store has a door to it out of which the lady can walk swiftly in case the grocer tries to sell her Blink's Beans if she has asked for Jink's. So we omit those details and focus the attention on the essentials. The result is simplicity and strength.

The Sweeper-Vac ad isn't bad, but it isn't as effective as it might easily be. It wasn't in this case necessary to introduce the entire figure of the woman. This is not a fashion picture nor a chorus-girl scene, and those portions of the anatomy thought necessary in some instances to be on exhibition are unessential here—would be really in the way. The adver-

end of the stock and of the barrels in order to show the distinctive features of the gun. It would be easy to combine the best features of both of these illustrations by leaving out details that are unimportant and that the imagination would readily supply.

Do you recall the Knox Hat illustration that showed just a Knox held up by Teddy's hand against the background of the waters of Hampton Roads, and the Holeproof Hosiery ad that showed merely some very attractive feet and ankles, presumably covered with Holeproofs, hanging over a seashore pier? These ads were unique and space-saving, and they gained rather than lost by omitting the greater part of the human figures.

Note the panel describing the "New Street Shoe." Here we see a trim foot and a mere suggestion of the woman's clothing. You can hardly beat it for effective illustration.

Nor are you likely to hit on a more effective way of illustrating the "Nufangl" Trousers than that shown in the ad here reproduced.

The New Street Shoe for Women



A comfortable walking shoe on a new last in gun-metal or Russia calf, wing tip, perforated vamp, wave top, Cuban heel, \$5.50.
(Shamrock, Market Street Bldg.)

EXCELLENT

Hopkins & Allen DOUBLE BARREL SHOT GUNS

The other double guns offer as much value at this price.

The best and strongest steel barrels are of the finest make and are imported by us. The slide and barrels are disassembled and examined by our inspectors. Frames are case-hardened steel and our stocks are made of the best selected walnut.

In shooting and rapid handling, accuracy, and in durability and protection, these double guns are the equal of double guns costing fifty to seventy-five dollars.

AS AN EXAMPLE OF PRICE
The "Double Barrel" priced at \$25.00. In comparison price, \$35.00.

THE Hopkins & Allen JOINT
Is a marvel for such low-priced guns. It positively cannot shoot loose. As it is arranged to take up wear and keep strong and solid after years of continuous usage.

SEND FOR OUR COMPLETE GUN GUIDE AND CATALOGUE FOR 1927. It's free. Give best prices and offers most complete list of firearms manufactured.

The Hopkins & Allen Arms Co.
Beverly, Conn., U. S. A.
World's Largest Manufacturers High Grade Pocket-Sized Guns.

COMPARE FOR EFFECTIVENESS WITH LEFEVER AD ON PAGE 38

tiser gains by pinning attention where it ought to be.

Compare the two Eversticks. Both are good, but I like the better the one that shows us merely the feet of the man wearing the Eversticks, for by excluding the most of the figure, the illustrator was able to bring up the feet large enough for us to see how trimly this particular kind of rubber shoe fits. And a little space was saved at that. It is a case where big feet are in better form than small ones.

The Lefever Gun ad shows action—a point in its favor, but by putting in the whole figure of the man the picture of the gun has to be made so small that, for all we can see, it might be a wooden gun. Compare the ad with the Hopkins & Allen illustration, which omits a part of the butt



Fit Snug and Smooth

And it's all due to the way in which each side of the waist, it's wonderful how such a little thing as a side seam can make the entire fit of your trousers, yet it is just this principle that makes

Present "Nufangl" Trousers

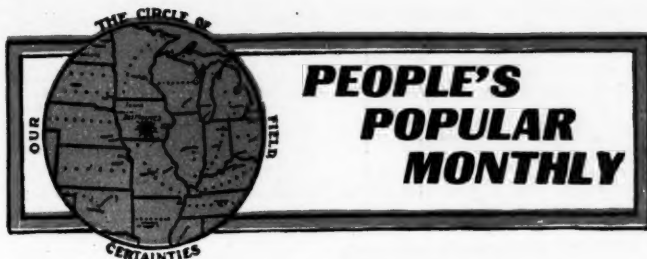
fit so snug and smooth—without a wrinkle or a bad anywhere.
Your trousers may be cut in the latest style, yet if they do not fit, they become uncomfortable. In fact, "Nufangl" Trousers is a different thing—there are made in the prevailing style, yet because of the "Nufangl" principle of perfect fit, they allow the most snug and comfortable fit as made by good dressmakers.

Leading clothes here "Nufangl" Trousers fit all sizes and shapes and styles. Prices \$4 to \$6.

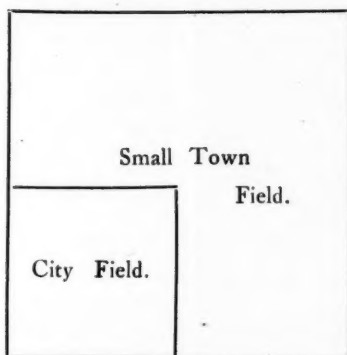
If not at once, we will refer you to our agent in your town, or supply direct, by EXPRESS PREPAID. Only weight and length necessary. Write for free samples.

PRESENT & COMPANY,
202 Broadway, New York City.

EFFECTIVE SIMPLICITY



Which Square?



In which square are you doing business?

Are you confining yourself to the little corner square and ignoring the other three-quarters of the field?

These two squares show the actual size of the small town and city fields.

Three out of four families in this country buy their goods in towns of 25,000 or less.

The other one-quarter buy their goods in towns of more than 25,000.

As the people in the small town field are greater wealth producers, they probably buy more than three-fourths of all manufactured goods.

Why limit your business to one-quarter of the field—the only part of the

field which is surfeited with advertising and where the average income is scarcely large enough to cover necessary living expenses?

Eventually you must reach the small town field. No national business can forever ignore three-fourths of the territory when it is the richest and most responsive part.

The city magazines cover the city field well. They do not cover the small town field.

The only effective way to reach the small town field is through the small town magazines.

Let us tell you why you can sell more goods for every dollar invested in the small town field than in the city field.

People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,
1017 Unity Bldg.,
Chicago, Ill.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

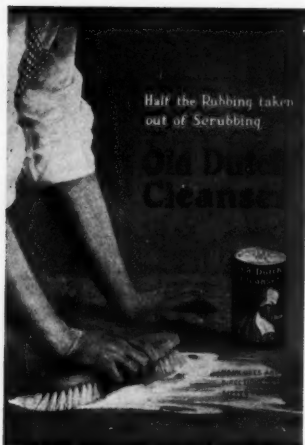
C. A. COUR,
409 Globe Democrat Bldg.,
St. Louis, Mo.

DAVID D. LEE,
1702 Flatiron Bldg.,
New York City.

O. G. DAVIES,
306 Gumbel Bldg.,
Kansas City, Mo.

Simple, isn't it? But you don't see this simplicity every day.

Finally, study the Old Dutch Cleanser page. Talk about getting down to "brass tacks"! Here we get right down to the floor with the nice-looking scrub-lady and the fine handling of the figure brings out the scrubbing operation as clearly and attractively as it could possibly be brought



THE MIND WILL SUPPLY WHAT THE ARTIST HAS LEFT OUT

out. All the non-essentials are focused out; we see only what we need to see to get a vivid idea of the use of Old Dutch Cleanser. The man who designed this surely knows how to make the reader's imagination work for the advertiser.

FOOD ADVERTISING AND MEDICAL COPY

THE H-O COMPANY
BUFFALO, Jan. 23, 1913.

Editor of PRINTERS' INK:

The writer has read the article in your recent issue, by Mr. Hermes, on "How Medical Copy Lowers the Effectiveness of Food Advertising," and it seems to me that the points he raises are very interesting and should be carefully considered by newspaper publishers throughout the country.

As far as we are concerned, the writer does not wish to have it thought, by any publisher, that our company is dictating just what copy he shall accept for his publication, but we do be-

lieve that the average publisher is interested in having his customers get the greatest possible returns from any business that is placed with the paper; and if there is anything in the points raised in this article, the best results can only come to the average advertiser if some such plan as is suggested here is followed.

There are, no doubt, many reputable and beneficial medical preparations that are being used; but it seems to be the belief of a great many people that these are in bad repute because of their being associated with the "fakes" which are so frequently illustrated, and this is not pleasing to the average reader.

We sent out a request with our copy, the first of the year, calling all this to the attention of the publishers who were carrying our advertising, and reminding them that it was of great importance that we gain the confidence of their readers, and that we could hardly do this if our copy was run in connection with objectionable advertising. Replying, many publishers said that our request was entirely reasonable and that it would be complied with. Others reminded us of the stand they had already taken to the effect that they would not run any of this copy at all.

I trust that our position has not been misunderstood; because so far as I am concerned, we do not want to give the idea that we are trying to run the "other fellow's business." We simply want to remind him how we think he should take care of the particular business we are sending to him.

C. F. ALWARD,
Advertising Manager.

CHICAGO CLUB'S "DEVELOPMENT COMMITTEE"

James M. Dunlap, president of the Advertising Association of Chicago, announces that he has appointed a new committee to be known as the "Development Committee." The duties of this body will be to plan new ideas for advertising club work and put them into effect. John A. Tenney will be chairman for the coming year.

The first idea put into effect was a "Bulletin Service," displayed in the club rooms, giving all the latest news in the Chicago advertising field. F. E. Cole, Western manager of *McClure's Magazine*, is the editor-in-chief. It is planned to extend this service and exchange news with other clubs that have their own club rooms.

TO PROMOTE CLEVELAND

Forty-five women's ready-to-wear manufacturers of Cleveland have formed an organization known as the Association of Women's Wear Manufacturers of Cleveland. Most of the members of this organization are members of the Cleveland Chamber of Commerce, and the new body will work in affiliation with the Chamber of Commerce.

The object of the association of Women's Wear Manufacturers is to advertise Cleveland as a cloak market and educate the merchant-public to understand that there are many advantages in buying in Cleveland.

WHY THIS PUBLISHER ADVOCATES THE FLAT RATE

IT INCREASES BUSINESS AND WINS THE GOOD WILL OF THE ADVERTISER—SLIDING SCALE TENDS TO KEEP THE SMALL ADVERTISER "SMALL"—ANSWER TO SOME ARGUMENTS ABOUT THE COST OF PRODUCTION

By Noble T. Praigg,

Director, *The Commercial-Review*, Portland, Ind.

[FROM AUTHOR'S LETTER TO PRINTERS' INK:—So fallacious is the reasoning in Grafton B. Perkins' arraignment of the flat rate in your issue of January 16, permit me to offer the enclosed as a rejoinder from a confirmed "flat rater." On a publication as small as the *Commercial-Review*, for instance, we have increased both bulk of advertising and advertisers' good will by means of the flat rate. There is no reason why benefits should not be proportionately enjoyed by publications of a million circulation. I write the enclosed simply to outline the view-point of one who has experienced both characters of rate.]

"I'd like to advertise; what are your rates?" asks the small manufacturer.

"If you use as much space as your biggest competitor, two dollars a line; if half as much, three dollars, and if a tenth as much, four dollars," responds the rate card with the sliding scale.

"But my business at this time will not justify an expenditure equal to his," explains the S. M. "When he is so big and I am so little, why do I have to pay the big price and he the small?"

"He avails himself of the quantity discount."

"But doesn't an inch of his advertising cost as much to insert as an inch of mine?"

"But the profit on the volume of his advertising is greater than on a smaller amount."

"However, on your sliding scale, as the volume increases, the cost of production remains the same yet the profit decreases, and with the cost a steady factor on every inch you publish I can't see why you ask me to pay a bigger profit than he who can better afford it. The big advertiser's lower rate per inch decreases the



Let Memphisto Tempt You!

There is no disappointment in store for those who foster demand for their goods in this rich territory, if they court business through the

Memphis Commercial Appeal

"The South's Greatest Newspaper"

Memphis is the hub of the Mississippi Valley—exactly half way between Chicago and New Orleans. Memphis is served by 17 railroads, 175 large river steamers call it their home.

This transportation rivalry gives Memphis unequalled freight rate advantages.

Which explains the presence of over 500 manufacturing plants with a weekly pay roll close to \$400,000.

Which explains why it is the largest inland cotton market in the world, with weekly bank clearings exceeding seven million dollars. Which explains its supremacy as a distributing centre for Tennessee, Mississippi, Arkansas and Northern Alabama.

And you can cover such a market with one paper, the MEMPHIS COMMERCIAL APPEAL!

Its circulation (average for 1912, daily 56,275; Sunday 87,433) is double that of the nearest competitor. 97% of its city circulation is carrier-direct-to-the-homes.

Nor need the MEMPHIS COMMERCIAL APPEAL feel bashful about comparing its advertising record with that of any Metropolitan Daily; 8,983,618 lines in 1912.

Just as strong in its field is the WEEKLY COMMERCIAL APPEAL, with 98,406 circulation.

THE MEMPHIS COMMERCIAL APPEAL

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

At your service, any time, anywhere.

average profit per inch yet he is the one who is favored. Evidently it is the profit you make from my advertising that enables you to make the reduction to him."

And the manifest fairness of the flat rate offers the solution to the difficulty.

In taking emphatic issue with Grafton B. Perkins, who assails the flat rate in *PRINTERS' INK* of Jan. 16, I desire to outline what I believe will some day become axiomatic: The more flat rates the more advertising.

When the small manufacturer can gain the public eye without feeling that he is being discriminated against he will hasten to avail himself of an opportunity to find and develop new markets, now withheld in great measure by the sliding scale rate card. To many such a scale is a deterrent from financial reasons; others look at it in the light of an injustice perpetrated by publishers who are so eager to retain the bird in the hand they refuse to treat with those birds which are impatient to leave the bush. Hundreds of advertisers who braved the sliding scale, some of whom come to mind, have gone forth into the great army which says forcefully albeit ungrammatically, "It don't pay!" And this condition arises solely because the amount they could spare at the rate they had to pay could not raise the propelling steam high enough in the merchandising gauge.

Like his argument "against," Mr. Perkins' "two arguments" for a flat rate are negligible. No sane publisher would arbitrarily inaugurate a flat rate simply for "convenience"; and a dishonest publisher would cut any rate on earth. Yet there is excellent and logical reason for the flat rate from the standpoint of both big and little advertiser and publisher. Considering the rate adhered to by publishers as a policy of publication, the big advertiser knows that no competitor enjoys an advantage, and that both are on an equal footing. The small advertiser knows that he is not a victim of discrimination because he is small. He has just the same

opportunity for finding and developing his market as if his resources were unlimited. From the publisher's standpoint, under the flat rate every inch of advertising pays a standard quota of profit.

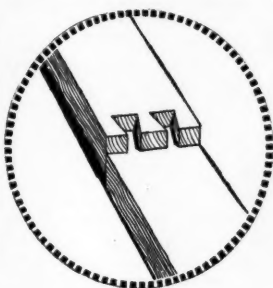
In citing his coal and flour examples Mr. Perkins enters the sophist class. One might as well compare standard costs and prices of these two commodities with advertising as compare efficiencies of adding machines and campaign oratory. There is no parallel. I raise no argument as to the soundness of the quantity discount in relation to staple commodities. But if my cost of production on Mr. Perkins' advertisement occupying 1,000 lines of six point and worked around cuts boxes and coupons is \$1.00 a line, why in the name of solvency should I sell him space at \$1.50 per line when the other man who uses 100 lines twelve point of straight matter must pay \$2.25, although my cost of production for his copy is but 50 cents a line? If the sliding scale were one which "slid" in proportion to production costs, rather than on linear quantity, it would be economically ideal.

In the light of this impossibility but one solution is available. This is for the publisher to reach an *average* cost of production for every inch of advertising he inserts, with a legitimate profit added.

This resolves itself into the flat rate. If, as Mr. Perkins says, it is economically incorrect, it must lead to waste. But the flat rate is not economically incorrect. On the contrary it affords an equalizing of expense and profit, burdens no one class that another may benefit and makes for advertising growth and mutual confidence.

C. F. W. Nichols, who was business manager of the *Chicago American* for a number of years and connected with other Chicago papers is now with the Honig-Nichols Company, of San Francisco, an advertising agency.

H. W. L. Gardner, who for the past two years has been head of the copy department of the Curtis-Newhall Company, Los Angeles, has been elected a director and vice-president of the company.



the dove- tailed board

There's only one really good joint;

—only one joint that has any strength in itself:

—the dovetail.

Others depend entirely on reinforcement.

The dovetail is perfect interlocking; a perfect dividing of the strain—with strength in certain directions equal to the uncut board.

A circulation map of the Associated Sunday Magazines

shows a perfect interlocking of large shopping centers;

—a perfect interlocking of purchasing power in and around twelve of America's greatest centers.

Comfortably circumstanced people—without the city, but within the Associated zone,—

—they get the Magazine regularly from one shopping center or another.

It comes with their newspaper—

—from the city they get their ideas from;

—from the city their friends live in;

—from the city where their interests lie.

Dovetailed circulation.

It means a great deal more to advertising than just so much circulation;

—it has strength in certain directions equal in value to the number of copies.

Let us tell you more about this dovetailed circulation;

In 1,400,000+ homes every week.

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New-York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago



Advertising is like a trip to Europe. The second day out you are so sick you'd go back if you could, but by the time you reach Liverpool you are glad you came.

You would be just as seasick on a voyage to Panama, but you would have had all the seasickness and you would not be in Liverpool if you were going to Liverpool.

The advertiser who is convinced that Farm and Fireside is a good advertising medium should also be convinced that he must cultivate that medium to get results. You must select it with the idea of using it steadily because the business is there and the medium reaches it.

FARM^{AND}FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

WHAT WOULD BE EFFECTS OF ONE-CENT POST- AGE?

FORMER POST-OFFICE OFFICIAL CANNOT VASSES THE BEARING OF CAMPAIGN FOR LOWER LETTER RATE ON BUSINESS OF PUBLISHERS AND ADVERTISERS—WOULD ADVERTISING RATES INCREASE?

By G. O. Glavis.

Chilton Company, Philadelphia.

In view of the activity of the National One-Cent Letter Postage Association it is interesting to consider what the effect of penny postage would be on those organizations making the most extensive use of the mails.

In the first place it must be borne in mind that the great mercantile concerns using the mails are successful because they have been large advertisers. Hence it is necessary to give attention to the effect on advertising of the suggested reduction in the letter postage rate and coincident increase in the second-class rates.

The One-Cent Postage Association bases its campaign, which has been in progress since December 1, 1910, on what it terms "inequitable conditions existing in our postal rates." They make the statement that in ten years the profits to the Government from letter postage have been over \$500,000,000 and that there has been a corresponding loss on second-class (newspaper and periodical) mail matter. That alleged inequality is, in fact, the keynote of their campaign.

One of the reasons given for a lower letter rate and an increased rate on second-class mail is that it is the function of the Government to distribute letter mail at not more than the cost of service and that, at the present rate, there is an overcharge of nearly 100 per cent on that class.

A number of other reasons are also furnished but they all lead back to the alleged subsidy to publishers. The following quotations from the address at the 1912 Convention of the Federation of Trade Press Associations of Harry A. Wheeler, president

of the United States Chambers of Commerce and a member of the recent Hughes Postal Commission which attempted to determine the proper rate of postage to be charged on second-class mail are, therefore, interesting:

The instructions of the Commission on Second-class Matter were to find the cost of transporting and handling second-class matter and to recommend to Congress that rate which should compensate the Post-office Department for this expense. We were given the tables prepared by the Post-office Department, and were asked to ascertain the cost based upon the department's method of computation.

In the first two or three weeks we tried, by cross-examining those who presented their tables, and often at night in executive sessions, to ascertain their accuracy, and several times during the course of the hearing these tables were returned to the department in order that they might re-figure certain obvious errors in their own computations.

The contention that because of the amount of first-class matter created by the second-class, and because of the large profit in first-class matter, second-class was entitled to a rate lower than the apparent cost to the department, was by no means a convincing argument; in fact, it might be considered a matter of doubtful wisdom to admit that there was an actual profit in the transportation and handling of first-class matter.

There are two things that I want to suggest for your study. The first is that the basis of computation of cost offered by the department, placed the transportation of all mail matter—first, second, third and fourth class—upon a parity. It distributed more than forty millions of dollars paid to the railways, in the year in which the computation was made (and it is more now), ton by ton, and pound by pound, and took no account of the varying classes and their value. Might not as well the New York Central Lines, in the carrying of merchandise, say that on a carload of brick or stone the rate shall be no different than on a carload of clothing or jewelry? The railroad companies have long since made their classifications, not by scientific rule, or by any well-known theory, except alone the theory of a price at which a commodity will circulate, for circulate it must; but there is no contention on the part of the railroads that it costs them very much less to haul a carload of brick than it does a carload of jewelry. There is some difference in the cost of loading, in the cost of unloading, and there it stops, whereas the rate on one, as compared to the rate on the other is infinitesimal, and must be justified by the differences in values.

A theory must be established by the publishers upon some basis as to:

How shall be divided this one element in the post-office costs?

What ratio shall second class bear to first class in the distribution of those costs?

What is the relation of first to sec-

ond-class matter; is it one to five, or one to eight, or one to twelve?

And, search as you will, you won't find the answer. If you can establish that in so far as rail transportation is concerned, second-class mail shall bear that proportion of the expense to first-class matter that one is to eight, then you will have a basis for distribution of cost that will somewhere near reach your need, and that will provide a rate, in so far as rail transportation is concerned, that would not be confiscatory to the publications. Then you will have to carry it through to the classifications of cost, such as the railway mail service, the rural free delivery and the other groups into which the department has carried its accounting. There again are the differences in hauling, and the differences in class perhaps justify a lower rate for second class than would be its proportion by tonnage or by haulings on the theory of its lesser value.

If you shall find such a theory upon which to work, you will have little difficulty in making your theory effective, and you will establish in the Post-office Department a method for calculation which will solve the problem for all time; for where you put your ratio into existence, instead of having a profit of one hundred per cent, in first-class matter, by the additional charges made necessary to first class, owing to the higher ratio you immediately impose upon this class a charge which, instead of making the cost one cent per ounce, it will cost so much more than one cent per ounce, and so nearly two cents that the agitation for one cent letter postage will find little basis for adoption.

It is regrettable that want of space makes it impossible to quote the remarks of Mr. Wheeler in their entirety, because they are the views of an able unbiased man who has made perhaps the most careful possible study of this important question.

They cause one to wonder on what basis the Third Assistant Postmaster General, Mr. Britt, makes the statement in a letter addressed to the One-Cent Letter Postage Association, being sent broadcast in circular form, that "a readjustment of postal rates so that each class of mail matter shall pay the cost of hauling, carriage and distribution will make possible, not only one-cent letter postage, but also many improvements in the postal service." Such a contention, it would appear from the remarks of Mr. Wheeler, is not supported by any tangible evidence in the possession of the Department.

Now a word as to the possible

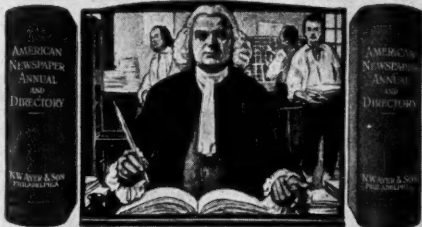
effect of the suggested readjustment of rates.

Should a publishing house send all of its circular letters sealed, as many of them do, the saving on one subscription campaign, for instance, of 100,000 letters mailed at the penny postage rate would be \$1,000—an amount equal to one-cent-a-pound postage on 100,000 pounds of magazine mail. That sum would go far towards taking care of any reasonable increase in the second-class rates. The saving on the letter postage, however, would probably be greatly offset by the decrease in the returns from the campaign. A circular letter carefully prepared and sent as a letter (sealed) commands attention which it would not receive if sent unsealed as a circular, but under a reduction in the letter rate all circular matter not too heavy to be mailed sealed at one cent would become letters. The Government would thus be deprived of one cent postage on each such piece of mail. Most mail users willingly pay the extra penny on account of the better postal facilities afforded and the greater attention given letter mail by the recipients in contrast with that given circulars. Penny postage would deprive the mail users of the advantage of making a distinction between the values of the various forms of communication.

From the view-point of publishers who, as a class, are willing to accept any reasonable change which is uniformly applied to all, a readjustment of the rates would not be so objectionable as might seem to be the case, for it would be justification for a "revision upward" of advertising rates which many now consider necessary owing to the changed conditions. The effect the penny postage would have on the mercantile world, however, might turn out to be somewhat in the nature of a boomerang.

The One-Cent Letter Postage Association distributed, as a circular, a letter from a member stating that in four years their letter postage bill was \$28,570 and 50 per cent of that they refer

Leslie's Guarantees Circulation



Know All Men By These Presents


That the American Newspaper Annual and Directory has caused to be made by its duly authorized auditor, for publication in its pages, a careful and complete examination of the books and records of

Leslie's Illustrated Weekly
New York, N. Y.

and as a result certifies that the average number of copies of each issue of the publication circulated for the period of nine months ending with the thirty-first day of December, 1912, is **Three hundred and thirty-two thousand, and fifty (332,050) copies.**

This excludes left-over, unsold, returned, file, sample, exchange and general advertisers' copies.

Given under our hand and seal at Philadelphia, Pennsylvania.



N. W. Ayer

Publishers of the American Newspaper Annual and Directory

N. W. Ayer's audit for September 30, 1910, 240,068—for December 30, 1912, 332,050—A GAIN OF 91,982 COPIES net circulation. Steady constructive growth among a substantial class of readers—readers who respond to the optimistic-upbuilding policy of Leslie's.

Leslie's Weekly will furnish advertisers with complete information as to quantity and quality of circulation—

383,000 Copies

ALLAN C. HOFFMAN, Advertising Director

Leslie's Weekly 225 FIFTH AVENUE
NEW YORK

to as a subsidy to the publishers. Is it, and would that member be in a position to place that alleged overcharge to its credit if we had penny postage?

It is reasonable to assume that with the inauguration of penny postage many concerns now advertising in newspapers and magazines would attempt to reach their prospects direct through the mails, rather than by advertising. The effect of this would be to temporarily, at least, reduce the advertising revenues of the publishers.

They could overcome that in only one way—an increase in the rates which, as mentioned above, many publishers now consider necessary. That would have to be paid by the advertiser from the saving due to penny postage. The manufacturer diverting his appropriation to direct advertising would soon realize that it was not bringing returns and that old mediums must again be depended on. He would then be confronted with rate cards showing an increase of advertising rates sufficient to offset the publishers' loss of advertising due to penny postage—self-preservation would require that the publishers extend the "readjustment" in that manner.

We now have rural free delivery conducted at an annual loss of many millions and parcel post, the expense of which is as yet problematical but certain to be staggering. Neither of these items of postal expense, however, affect any business established under the assumed protection of a postal statute. The publishing business, on the contrary, is largely the result of an invitation from the Government, as expressed in the law fixing the low second-class postage rates to issue newspapers and periodicals at a price which would place them within the reach of all. If conditions now warrant an increase in the second-class rates, all well and good, but they certainly should not be increased on the unsupported claims of hobby riders, and merely to reduce another rate. Even though the letter rate

is too high it should not follow as a matter of course that the second class is too low.

Among those business men who are giving their support to the movement for penny postage are many who admittedly are representative of the live concerns of the country but perhaps they have not considered carefully the actual results to their business should the movement be successful.

Offhand it would appear to be largely a matter of bookkeeping and to some extent that is true.

Recent Decisions of Interest to Advertisers

Acceptance of Letter Proposition Made Contract.—In the St. Louis Southwestern Railway Co. vs. Mitchell-Crittenden Tie Co. (148 S. W. 1191, Tex. Civ. App.) a proposition was made by letter, the letter giving all of the terms. The letter proposition was accepted, and though the written form of the contract was to be, and actually was, prepared later, signed and delivered, the Court held that the contract dated from the acceptance of the proposition contained in the letter. This is only one more illustration of the principle that the essential of the contract is the coming together of the minds, that the contract does not depend on the written document formally known as the contract unless it be understood at the time that the contract is not to be complete until put in writing. Were it not for the fact that the writing out of the terms made it easier to prove the contract, it would not, in general, be necessary to reduce such agreements to writing.

Enjoined from Handling Other Patterns.—A merchant agreed with a pattern company to handle its patterns exclusively at a given price. The manufacturer therefore had a right to enjoin the dealer from handling any other patterns during the life of the contract. *Peerless Pattern Co. vs. Gauntlet Dry Goods Co.* (136 N. W. 1113).

Good Will Once More Defined.—"The good will of a commercial partnership is an asset separate and distinct from its stock of goods or capital, and consists of the advantage which inures to the firm beyond the value of its physical property, because of the general public patronage which it receives from habitual customers." *In re Teller* (136 N. Y. S. 457).

Look Out for "Needn't Pay Until Satisfied."—In the case of the Potter

Press Company vs. Newark Daily Advertiser Publishing Company (83 A. 969, N. J.) it is set forth that if the agreement is that the purchaser of a machine need not pay until he is satisfied with its operation, unless his dissatisfaction is based on something not connected with the operation of the machine or is fraudulent, he need not accept and pay, even though his dissatisfaction be to some extent unreasonable.

Cannot Sue Within Agreed Term of Credit.—If a shipment is made by a seller after an agreement as to a certain period of credit, the seller may not sue within that period, though the buyer refuse to accept goods. *Bates-Street Shirt Co. vs. Place* (84 A. 47, N. H.).

No Implied Warranty in Selling Second-Hand Machinery.—In selling second-hand machinery, there is no implied warranty either as to the quality or the condition of the goods. (*Yellow Jacket Mining Company vs. Tegarden Bros.* 149 S. W. 518 Ark.).

Imitation of Advertisements Part Proof of Unfair Competition.—In the *American Chiclé Co. vs. W. J. White Chiclé Co.* (196 F. 977, U. S. D. C.) it is set forth that the defendant intentionally imitated package, dress and advertisements of chewing gum to the extent that complainant is entitled to an injunction.

Trade-Mark Valid Though an Old English Hall Mark.—A trade-mark is not invalid because of the fact that before it was used by an American manufacturer it had been used as an English hall mark. It is set forth that the American manufacturer had used this mark on solid silverware for 50 years, and that he was entitled to an injunction against defendant for using a similar emblem on plated ware. (*Gorham Mfg. Co. vs. Weintraub*, 196 F. 957, U. S. D. C.).

No Action Before Complying with Copyright Regulations.—No action may be maintained against an alleged infringer of a copyright until copies of the copyrighted work have been deposited in the copyright office or mailed according to the law. So says the court in the case of the *New York Times Company vs. Star Company*, 195 F., 110, U. S. C. C.

Joseph L. Lane, of Watertown, Mass., has resigned from *Boys' Life Magazine* as business and advertising manager and associated himself with Doubleday, Page & Company, New York. Mr. Lane started the *Boys' Life Magazine* two years ago in Boston.

R. J. Sprague, formerly with the *New York Times*, is now associated with Maclay & Mullally Brothers, general advertising agents, New York City.

Facts AND Figures

We have just published a booklet giving exact data. In this is included a complete list of the cities and towns in which the **ILLUSTRATED SUNDAY MAGAZINE** circulates twenty-five or more copies — showing the exact number of copies circulated in each.

Altogether the

Illustrated Sunday Magazine

circulates in nearly **20,000** cities and small towns.

Other features of the booklet are; — results — co-operation — list of accounts — editorial announcements, etc., etc.

Please let us know if you have not received a copy.

Lane & Beor INC.
NEW YORK

BOSTON CHICAGO

N. B. Don't fail to read the George Randolph Chester series now appearing regularly.

EFFECTIVE DISPLAY ON THE NEWSPAPER PAGE

GENERAL ADVERTISER MAY TAKE ADVANTAGE, FOR PURPOSES OF CONTRAST, OF THE POORLY DISPLAYED LOCAL AD—EXAMPLES OF DISPLAY THAT HAVE MADE THE MOST OF THE NEWSPAPER PAGE OPPORTUNITIES

By Gilbert P. Farrar.

I recently received a visit from a friend of mine who is a manufacturer and I took advantage of the opportunity to ask him about a four-inch, single column advertisement which he had been running in leading papers for many years. I particularly asked him if the returns were as heavy as they had been two or three years ago.

"It is a curious thing," he responded, "but the returns seem to show no falling off whatever. Of course, I have changed the copy often and have used striking headlines that link up my ad with the day's news, but those features are not the whole explanation.

"I think much credit is due to the manner in which my ad is displayed. I have never changed the method. The heading is set

I have also given my ad a nice border of white space. I have spent thousands of dollars for white space which I have not filled with type, but I think it is my failure to fill that white space with type which should be credited.

Twenty pleasant remembrances!

The great popularity of Fatima Cigarettes is due to the absolute purity of the leaf of this Turkish-blend. In smoking them you realize this pleasure!

"Distinctively Individual!"

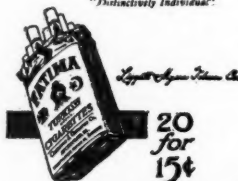


FIG. 2—PECULIARLY EFFECTIVE IN "MEETING COMPETITION" ON THE MISCELLANEOUS PAGE

These Prices Should Interest You.

They are genuine reductions for Saturday only.

| | |
|--------------------------------------|--------|
| 85c. LITTLE HOSE | 19c. |
| \$1.25 PURE SILK HOSE | 95c. |
| \$4.75 HAND-EMB'D COMBINATIONS | \$2.75 |
| \$5.50 HAND-EMB'D SKIRTS | \$3.00 |
| 75c. DRAWERS | 49c. |
| \$2.00 NIGHT DRESSES | \$1.50 |
| \$1.00 LADIES' LAMBSKIN GLOVES | 69c. |

Skeffington
GLOVE STORE
940 Chapel Street.

FIG. 1—WRITTEN PROBABLY BY THE "BUYER"

in Cheltenham Bold and the reading matter in the type of the newspaper text. The copy is a full column wide, less six 'ems.'

ited heavily for the returns which keep coming in so well."

The view-point of my friend, the manufacturer, is simple in the extreme. While he had never been a printer, or could not pose as an expert on type, he could not fail to observe, when he began to advertise, that most of the newspaper advertisers thriftily used practically all of the space which they occupied. No ad, therefore, had any particular emphasis. Inasmuch as most of the ads were trying to gain emphasis through the medium of heavy display type, and inasmuch as most of them again seemingly neglected to take advantage of the elementary principle of white space, the way quickly to "flag" a newspaper reader was at once evident to my shrewd friend.

In the first place, the page of the average newspaper as a whole is "gray" in tone. This "grayness" is due to the uniform type of the newspaper text matter and the practically uniform type of

Do Farm Women Buy High Class Advertised Goods?

The answer to this question will be found in the February issue of *THE FARMER'S WIFE*, which contains a total of 12,792 agate lines of clean, cash advertising, of which 4,590 agate lines represent purchases made by some of the shrewdest Eastern judges of advertising values, including:

Peter Henderson & Co.
National Cloak & Suit Co.
Eastman Kodak Co.
Chesebrough Mfg. Co.
Larkin Company
Emerson Piano Company
Cornish Company
Greenhut-Siegel Cooper Co.

Walter Baker & Company
A. S. Hinds Company
Colgate & Company
W. Atlee Burpee Company
Stewart Hartshorn (Shade rollers)
New Home Sewing Machine Co.
Pratt Food Company
De Laval Separator Company

With one exception, all of these advertisers are steady patrons of ours. This clearly indicates that we have *earned* this splendid showing in our February issue.

The advertising space allotted to our March number is rapidly filling up, and judging by orders already booked, we will probably have to establish a waiting list for this issue. Please therefore let us have your copy early so we can give you the best possible service.

March Number—Guaranteed Circulation
625,000 Copies

Rate, \$2.50 per line with discounts for quarter, half or full pages.

Forms close February 12th to 18th in St. Paul.

THE FARMER'S WIFE

WEBB PUBLISHING CO., Publishers

ST. PAUL, MINN.

Western Representatives,
George W. Herbert, Inc.,
600 First Natl. Bank Bldg.,
Chicago, Ill.

Eastern Representatives,
Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

It is not what Consumers Read about Your Product that Counts—It is what they Remember

SOME people say street car advertising is not an educational medium. Now we say it is not what people read about a product, it is what they remember about a product that makes sales.

You can all prove this in your own homes. Ask the members of your family what they know about this or that product and you will find, in every case, what they know can be told in twenty words or less. What is or should be remembered we put on the street car cards and we make it remembered by *reiteration* which is the wonderful feature of street car advertising. We do not punish our readers by making them wade through a mass of matter to find the meat. We give them only the meat and give it to them quick.

We have the street car advertising in many cities in which you ought to be doing a big volume of business. Let us furnish you the figures for those in which you are most interested just now.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

the advertisers, who are all trying to attract attention through heavy display types. From the view-point of the general advertiser, therefore, this "gray" page offers a unique opportunity. It can be used as a background against which to bring out, by a strategical use of display, his advertising message. And this strategy need not be carried very far afield into the maze of typography.

We may resort to three possible methods to gain display on the newspaper page.

We may judiciously use white space; or use large black-faced type; or we may use fantastic, freaky, or unusual borders and designs. Any of these methods produces "something different."

The newspaper ads of manufacturers are usually built by experts and can nearly always be distinguished from the local dealer's newspaper ad.

It is surprising to note how few retail merchants study the manufacturers' ads for ideas of display that could well be utilized on their own ads.

Not that they should apply the

turers' ads are not as effective as they should be, while many local dealer ads are far above the average in display value.

The Skeffington Glove Store ad (Fig. 1) is an average local merchant's ad. The Fatima Cigarette ad (Fig. 2) is an unusually effective manufacturer's ad.

Now for the reverse of these conditions. The Mechanics' Bank ad (Fig. 3) is an attractive and dignified local ad, while the Knitright ad (Fig. 4) is a very poor sample of a manufacturer's ad. Notice that the same feature—white space—is employed on both the Fatima and the Mechanics' Bank ads.

The Skeffington (Fig. 1) Glove Store ad could have

been, and probably was, written by the buyer of the house. It is mostly notation of prices, and while these may attract the attention of some few readers who have been in this man's store, the ad will hardly be convincing to new trade. The new trade will not be sure that they are going to get even as much as they pay for. These prices mean nothing to them.

To sell goods with the price in the background requires a salesman. To sell goods from the follow-up of an ad like the Skeffington ad requires only an order taker.

The majority of retail merchants consider that an ad should be effective if the copy is good. They do not give much attention to the display of their ad. "That's the printer's job," they will say.

So it is. But he follows "copy."

If there is no design, the printer sets it like all the rest of the ads—usually: on a square basis and to fill the space.

The "dress" of a newspaper ad is worth all the thought that can be given it. An ad must be seen to be read, and manufacturers

Every



**Toque and
Hockey Cap
is Guaranteed
for Six Months.**

Just consider—could we
do this unless we knew that
Knitright Caps were absolutely
dependable?

50c and more

Mandel & Freedman,
Besse Eichey Co.,
Produced by the Great
Western Knitting Company,
Milwaukee, Wisconsin.

FIG. 4—MISSED ITS OPPORTUNITIES

The Men Behind

Behind The Mechanics Bank are men who are successful and progressive in their own business. The policy of the Bank reflects their methods.

Our officers and directors are all actively engaged in New Haven enterprises. They understand the problems of the Bank's depositors and meet them in a spirit of helpful co-operation.

Special Department and Service for Ladies.

THE MECHANICS BANK

72 Church Street

(Next to Postoffice)

FIG. 3—THIS WILL "FLAG" THE NEWSPAPER READER

same identical design or display. But the idea would usually be just as strong with a few changes to fit the retail merchant's copy.

However, all of the manufac-

Paint Talks

If you put bad material into a good job you are discounting your own property and are sure to be sorry later on.

We figure that every man who comes into our store, comes in with a purpose, and that purpose is the natural desire to get the most for his money.

It is our intention to see that he gets it.

If he gets goods that are right he'll remember us. And he'll remember us, too, if he doesn't, and in a way we don't care for.

We try to make sure of the goods we are handling, for our customer's sake and our own. That is why we handle the very best goods that we can buy.

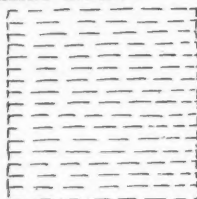
A man came into our store yesterday and ordered Lucas Paint for a big house. Said he used it about ten years ago and that it is, in his opinion, the best paint made.

That is the kind of customers we make, the kind that COME BACK FOR MORE.

The Thompson & Belden Co.

396-398 STATE STREET.

Paint Talks



THE THOMPSON & BELDEN CO.

396-398 STATE STREET

FIGS. 5 AND 6—A REVISION MADE TO FIT DISPLAY CONDITIONS OF THE NEWSPAPER PAGE

advising merchants about co-operative advertising should emphasize some effective principles.

Distinctive and unusual displays are not hard to get. A little common reasoning will usually suggest a method. We know that the ad will be in a solid page. Then, to get away from this, to be "different," use white space. It is remarkable how few users of newspapers seem to appreciate this elementary principle.

The "Paint Talks" (Fig. 5) is good copy, but it is not well displayed.

The revised layout of this ad (Fig. 6) is a suggested display that is just as easy for the compositor to set.

By reducing the size of the

body type, putting on a stronger border, and using a little more white space, we get an ad based on the same principle as the Mechanics' Bank and the Fatima ads.



FIG. 8—BIZARRE

Power

The cost of power is a small item in the total cost of manufacture. What you really want is not the minimum power cost, but "max" production at a reasonable cost.

When using electric power, furnished from a central station, you are getting absolutely reliable 24-hour service.

Manufacturers are waking up to the great saving of electric power—elimination of boiler, fuel and intricate drive—a saving of 50 to 80 per cent. in many instances.

A request by "Power" or "Energy" and one power man will get into the subject—E. H. Jones.

THE UNITED ILLUMINATING CO.

FIG. 7—STRONG

All three of these ads, regardless of their being alike in display principle, would be effective even should they be on the same page.

In the "Power" ad (Fig. 7) we have a local ad that would do credit to a large manufacturer.

Miss it? Why you could no more miss this ad on a newspaper page than you could miss the baseball box scores—if you are a "fan."

Of course, all newspaper advertisers can not tell their story in a headline of one word, but the simple strength of the "Power" ad is suggestive.

The Wilson Whiskey ad (Fig.

"Dollars Are the Measure of Business"

WOMAN'S WORLD STOOD 4th IN MEASURE OF BUSINESS DURING 1912

*—and of the three magazines
whose "Measure of Business"
was greater than Woman's World
only the LADIES' HOME JOUR-
NAL carried a greater number of
advertisements than WOMAN'S
WORLD*

LINES

(From "Printers' Ink" Summary,
1912)

| | | |
|----|-----------------------------------|----------------|
| 1 | Vogue | 747,765 |
| 2 | Ladies' Home Journal | 344,140 |
| 3 | Woman's Home Com- panion | 294,873 |
| 4 | Good Housekeeping | 286,125 |
| 5 | Delineator | 249,004 |
| 6 | Woman's Magazine | 220,677 |
| 7 | Designer | 220,385 |
| 8 | Pictorial Review | 188,750 |
| 9 | Modern Priscilla | 171,217 |
| 10 | Ladies' World | 160,730 |
| 11 | McCall's | 151,053 |
| 12 | Mother's Magazine | 134,703 |
| 13 | Housekeeper | 120,690 |
| 14 | Woman's World* | 115,194 |
| 15 | People's Home Journal | 113,941 |
| 16 | Housewife | 103,072 |
| 17 | Today's Magazine | 77,838 |
| 18 | Harper's Bazar | 61,133 |

*Error in figures corrected.

DOLLARS

(Based on the foregoing*)

| | | |
|----|-----------------------------------|----------------|
| 1 | Ladies' Home Jour- nal | \$2,753,120 |
| 2 | Woman's Home Com- panion | 1,326,928 |
| 3 | Delineator | 1,245,020 |
| 4 | Woman's World | 921,552 |
| 5 | McCall's | 755,265 |
| 6 | Pictorial Review | 680,625 |
| 7 | Good Housekeeping | 572,250 |
| 8 | Ladies' World | 562,555 |
| 9 | People's Home Jour- nal | 455,764 |
| 10 | Vogue | 448,659 |
| 11 | Designer | 380,577 |
| 12 | Today's Magazine | 272,533 |
| 13 | Mother's Magazine | 269,406 |
| 14 | Modern Priscilla | 256,825 |
| 15 | Housekeeper | 241,380 |
| 16 | Woman's Magazine | 220,677 |
| 17 | Housewife | 206,144 |
| 18 | Harper's Bazar | 61,133 |

*Figured at gross line rates.

WOMAN'S WORLD

200 Fifth Avenue, New York
107 South Clinton St., Chicago

8) is overdone. The heavy bands may attract, but the name of the goods is not seen at first glance. This Wilson ad proves that this problem of unique display must be handled with care, or the ad will be a Sam Loyd puzzle affair.

Fig. 9 is one of a strong series of ads that are selling oranges in



FIG. 9—A NEWSPAPER AD THAT IS SELLING THE GOODS

the northern states. There is not much art here and the arrow idea is old, but this ad will hardly be passed. And we have it from reliable sources that this publicity is "moving the goods."

Of course, volumes of suggestion could be written about the kind of copy to run in newspapers. But this series has to do only with display matters. An examination of newspapers over the course of the past few months impresses me with the conviction that from the view-point of display alone, the resources of newspaper advertising have been barely tapped.

SOUTH AMERICA AS A COMING PRODUCER

The Chicago Association of Commerce recently held a meeting to boost trade with South America. Prof. J. P. Goode, of the University of Chicago, said that South America has natural advantages over the United States because crops in many parts can be raised there twelve months of the year. He predicted that in less than a generation we would have to look to South America for our lumber. Harry A. Wheeler, president of the Chamber of Commerce of the United States, pointed out the necessity of seeking larger markets for exports.

THE "UNIMPORTANCE" TO ADVERTISERS HOW READERS ARE SECURED

SPEAKER BEFORE REPRESENTATIVES CLUB, NEW YORK, RECENTLY, EXPLAINED THE MOST IMPORTANT CONSIDERATION—WHAT THE REPRESENTATIVE SHOULD EMPHASIZE TO THE ADVERTISER

By Irvin Paschall,
Of N. W. Ayer & Son, Philadelphia.

Honestly, it doesn't make a bit of difference whether your publication gets its circulation in one way or in another—the important thing is to get it in sufficient quantity and of the right quality. But to know and be able to talk about quality, perhaps a knowledge of methods will help you.

Some advertisers and some representatives appear to get their idea of a magazine's value from their own personal impressions, and are thus misled by such evidences as a large pile of a particular favorite magazine on a newsstand—or an unsupported strenuous circular campaign—or a personal liking for a publication—or what a few neighbors say of it.

But really to analyze the quality of a periodical's circulation (for the quantity is only a matter of integrity and mathematical accuracy) it is helpful to know something of how readers are obtained and retained—and don't forget the "retained," for it is frequently easier to get new readers than to retain old ones!

Subscriptions are secured in more ways than there are stars in the skies, but here are the most clearly defined sources of production:

(a) Direct circularizing over the publisher's name.

(b) Canvassers working under the direction of the publisher.

(c) Advertising in other publications, asking for orders to be sent to the publisher.

(d) Subscription agencies, which work through mail-order catalogues, canvassers, newsdealers, etc., and

(e) Publishers who secure sub-

scriptions for others than themselves, by circulars, catalogues and canvassers.

For years publishers have done direct circularizing—both for new subscriptions and for renewals. All sorts of offers have been made, of course, until it has sometimes seemed as if the average subscriber was perhaps fully justified in waiting for the fourth or fifth follow-up circular, so as to get the biggest premium or the lowest rate. These methods are, happily, becoming less highly regarded—indeed, many of those publications which are to-day most productive for the advertiser refuse utterly to have anything to do with methods which are not absolutely in conformity with a one-price ideal.

The development of the clubbing business, whereby two or more magazines are sold for less than the total of the regular prices, has also caused much needless wonderment in the minds of some advertisers, for the clubbing principle is not a new one. One extensively advertised club offered three publications (a \$3 magazine, a \$1.50 magazine and a \$1 magazine) for \$3 and something over seventy thousand orders were secured in one season. Of course, none of the magazines received a high net return per subscription, but the volume of business was considered of sufficient importance to offset the small money returns. Through one such club, three publications of interest to women are said each to have received one hundred and thirty thousand subscriptions in common in one season. In thousands of cases, the three magazines were not sent to one person, but mostly they were—and this same condition is true of practically all extensively advertised combination offers.

Publishers have seen the subscription agencies grow from individual efforts into big organizations. A school teacher, who originally worked for a woman's magazine in her spare time, now turns over several thousand subscriptions to that publication alone, employs thirty people the



The Mental Zone System

of the keen advertiser is laid out somewhat like the Parcel Post Zone System.

In Zone No. 1, within the 50-mile radius of his attention he places the specially - worth - while mediums.

For instance newspapers published in desirable towns and covering them thoroughly—both dealer and consumer.

Such papers are as scarce as business men in a legislature, and frequently charge "lobster palace" rates for the advantages they offer. But no such monopolistic flavor infests the schedules of the

Binghamton Press

Note how closely its circulation zone system fits the shopping traffic; 52% is city circulation; 70% is within the 20-mile, 80% within the 30-mile circle around the Binghamton City Hall.

The BINGHAMTON PRESS exceeds in circulation all other local papers combined.

For 1912 the average per day was 25,848. In a city of 48,433 people with a total urban and suburban consumer army 300,000 strong.

They are well worth cultivating. Binghamton has 999 Bradstreeted business firms, is the third largest cigar-making centre in the country and leads in the manufacture of Morris Chairs, the heir of the old-time "Easy Chair."

Advertisers using the BINGHAMTON PRESS feel like sitting in an Easy Chair, when counting up the results. Will you join them? Or let us tell you the reasons why you should?

THE BINGHAMTON PRESS

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

year round, spends \$30,000 a year for catalogues and circulars, \$35,000 more for postage, and sends hundreds of thousands of subscriptions to the various publishers each year. Following this example, and in an effort to maintain control of the subscription-producing machinery, many publishers have gone into the catalogue business themselves—thus still further duplicating each others' circulation. Yet even this extended duplication is valuable if rightly utilized.

The canvassing organizations maintained by publishers are unique—some houses depend almost entirely on the aid of their readers, while others desire professional canvassers who earn up to \$8,000 a year. One woman's publication got two hundred thousand subscriptions from its readers last year, or about one-fifth of its total circulation, while another got one hundred thousand through its canvassers, or over one-third of its total. Every form of prize offer, rebate system, etc., is made but the distinctive magazine that has an individuality all its own and asks its readers' help, rather than offering them an out-and-out financial reward, usually gets the largest volume of business on the most profitable basis. Sympathy is generally more powerful than cash in the subscription business anyway.

SUBSCRIPTIONS ON INSTALLMENT BASIS

A recent development of this canvassing business, one that started in the West, has been in what is known as "the installment game." Three magazines are sold together, for instance, at a slightly reduced price, on some such plan as that the subscriber pays 25 cents down and 25 cents a month for twelve months more. Hundreds of thousands of subscriptions have been taken on this basis. Over three hundred thousand were sent to one Eastern woman's publication and over two hundred thousand to a general magazine in one year—and at a disgustingly low net price. An uncomfortably large percentage

of these installment subscribers never do pay for more than two or three months, and it is said that forty-five per cent of those secured by these installment canvassers drop out before completing the year—a tenth at the end of two months, an equal number at the end of four months and the balance by the time eight months have gone by.

There are, of course, some hundreds of other variations of the canvasser's activities. For instance, there might be mentioned the work of trained crews of canvassers, who travel from city to city, working ostensibly in the interest of local charity—a form of subscription effort which usually yields very little money return to the magazine, by the way, but certainly is effective in giving it desirable publicity.

The advertiser is concerned in knowing the whys and wherefores of the circulation methods previously referred to only as they help to determine a publication's value for his particular kind of advertising.

If he finds that a publication increases its subscription list by low price offers, through installment canvassers, by reducing its clubbing rates, etc., after doing without these things for some years, he is fully justified in doing some thinking before spending much money. Again, if he discovers that a magazine has over a third of its total circulation duplicated by that of another publication, he should ponder its value for his proposition. On the other hand, if he discovers a big gain in newsstand sales within a year, he may be losing an opportunity if he does not study such a growing publication quite carefully. The publication which forges ahead year after year, perhaps showing only moderate gains in sales and subscriptions, is almost certain to be an opportunity for the wise advertiser.

The main thing, however, if you will allow me to say so, is for you to understand the underlying causes, and your paper's methods, so that your own judgment of circulation values may be accurate

and so that you may be so fully informed that neither advertiser nor agency can annoy you with questions.

Last week PRINTERS' INK observed that four factors governed the worth of a medium. [PRINTERS' INK said no such thing. What we really said was, "There are four chief factors affecting advertising rates"—a very different proposition.—Ed. PRINTERS' INK.]

- (1) Quantity of circulation.
- (2) Quality of circulation.
- (3) Competitive mediums.
- (4) Manufacturing cost to the publisher.

To consider four factors makes the thing unnecessarily complex. My own rule is to see if the editor is fitting his pages to his public; then to see if the circulation man is a constructive builder or merely a schemer. The main thing is to be sure the editor is putting the right kind of stuff into his paper. That is why I disagree so strongly with PRINTERS' INK when it says: "More and more it will become a question in the advertising world as to how circulation is secured."

The "how" of circulation isn't so important as the "why"—if your circulation is composed of folks who read your publication because they want to read it, and enjoy it, then as far as the advertiser is concerned, it might be all free circulation and his interests wouldn't suffer. The editor is the man who determines the quantity of your circulation, the quality, and whether advertisers get results in your publication.

"PENNSYLVANIA GRIT" GIVES BANQUET

The twelfth annual banquet of the employers and employees of the *Pennsylvania Grit* was held at Williamsport, Pa., January 22. Representatives of each department gave brief talks.

The proceedings included reports from heads of the various departments of *Grit* business, covering the work of the past year, and outlining to some extent the possibilities of the year just begun, addresses by the general manager, Dietrick Lamade, and representatives of the directorate, an award of prizes for special work done during the year, a large banquet and an entertainment programme, presented by an orchestra and a double quartette from the ranks of *Grit* employees.

SLIDING SCALE AS REBATE AGAINST PUBLIC POLICY

LARGE ADVERTISER MAKES STRONG ARGUMENT AGAINST THE GRADUATED RATE CARD OF SOME NEWSPAPERS—MOST OF THE ACTUAL AND POSSIBLE LOCAL ADVERTISERS WOULD PREFER A RATE TO ALL ALIKE

By A. N. Drake,

President Booth's Hyomei Co., Buffalo.

[The following article is the larger part of an address made before the convention of the Association of American Advertisers, held at Syracuse January 28-30.]

A publisher maintaining a graduated rate card supports his action with what he considers good and sufficient reasons. Let us examine some of them. First, he maintains that he must have an approximate estimate of his yearly income in order to gauge his expenditure. This he could not do under the flat rate.

I will grant that he cannot figure quite as closely as under a graduated card, if each five, seven or ten-thousand line contract made were completed, but we all know that many of these contracts never see completion, and even if the short rate is enforced, he does not receive the same amount of money as he would if they had been fulfilled.

Furthermore, does it not stand to reason that with the rapidly growing demand for advertising space, if his circulation is maintained and rates are equitable, he can judge very closely his income for the next year by taking the figures of the past twelve months! Statistics show that a majority of newspapers are more than holding their own each year, while many are showing tremendous gains.

No one gives the manufacturer or retailer an insurance policy guaranteeing that he will sell so many automobiles or any other commodity, whether it be None-Such pies or Three-in-One oil. Should not the publisher share the same risk as his patron? I say decidedly, yes! The publisher is not in the banking business,

Results—the Best Test

The CREDENCE your advertising receives and the respect earned by, and the interest taken

Given this interest and credence, your results then depend upon the **PURCHASING POWER** of the people interested. This interest, respect and purchasing power of a magazine's clientele may easily be gauged by:—

First:

The Nature of the **WANT OR DESIRE** (if any) that the medium fills in the lives or minds of its subscribers.

Second:

Its sustained percentage of **AUTOMATIC RENEWALS**.

Third:

Its records for years on **TRACEABLE RESULT** advertising.

Judged by these **ELEMENTAL TESTS**, The Christian Herald occupies a **UNIQUE POSITION** among advertising mediums. Our subscribers, who are as a rule high-class people living in medium and small towns, regard us

For the PURELY PUBLICITY advertiser there SURE as the long time records made by other

CHRISTIAN

ARTHUR ACHESON, Marquette Building, Chicago

H. R. REED, Advertising

of Advertising Value

the **INTEREST** it arouses **DEPEND UPON**
in, **THE MEDIUM** in which it is printed.

not merely **AS A MAGAZINE**, but as a well established **INSTITUTION** for the uplift of humanity and the betterment of American life and ethics.

86 per cent of our people have for several years renewed their subscriptions **AUTOMATICALLY**. A record **NOT MATCHED** by any medium published.

The deep interest thus shown in The Christian Herald and its work is further enhanced by the fact that for **THE PAST FIFTEEN YEARS** the subscribers have made us the channel through which they have disbursed for philanthropic purposes **A SUM EXCEEDING \$230,000 A YEAR**.

With such proof of interest and purchasing power, is it any wonder that **YEAR IN AND YEAR OUT WE LEAD** all national magazines in our records on **TRACEABLE RESULT** advertising?

is no guide to advertising values **SO SAFE AND**
advertisers who keep **RECORDS OF RESULTS**.

HERALD

Manager, New York

CHARLES DORR, 6 Beacon Street, Boston

but merchandising. The former is a dead certainty, the latter has its risks.

Again, the same publisher contends that amount of space used should govern price. How can he justify his position with his attitude on the railroad and public service corporation cases being contested by the Government? Has he not been denouncing these corporations for their rebates to Standard Oil, the beef packers, etc.? These rebates were given for volume of business. Either his attitude on the rebate cases is wrong or the policy of his advertising department.

Another argument used is that the flat rate tends to decrease the amount of advertising. I will answer this by quoting to you from a letter written me on December 17 by the publisher of six large and important mediums. This writer states that he thinks he was the first to adopt the flat rate, and I believe he was, as his publications have had it for over twelve years. In speaking of flat rates, he says:

We have never regretted it; in truth, we have had every reason to congratulate ourselves for having adopted the flat rate policy.

Those arguments advanced by some publishers against the flat rate are the very arguments we advance in the advocacy of a flat rate.

We know beyond any question of doubt, from actual experience, that a flat rate does not even tend to curtail advertising receipts as many publishers believe; but, on the contrary, does increase the volume of advertising, the number of accounts, and, quite naturally, receipts.

We have found that a flat rate is a greater factor in encouraging and creating new business than anything else we have ever been able to do.

We believe thoroughly in the policy of rendering every possible assistance to the small advertiser and to the fellow who is just making his start or is experimenting. We are willing and anxious, and do make the same price to the man who uses one inch one time as we do to the man who agrees to use an unlimited amount of space over a specified period. The big users of space, because of their experience, their organization, and their ability to pay, are capable of taking care of themselves.

If publishers are to create new business, they will find there is nothing that will work to their greater advantage than an equal price and an even break to everybody. We have pursued this same policy locally with gratifying results.

Certainly no publisher should have it in his mind to hold an advertiser to a contract not profitable to the advertiser, and there can be no other construction placed on a graduated rate card.

After receiving this letter I interviewed some publishers who had changed from the graduated scale to the flat rate and had been operating under it for at least a year. Not a single one regretted the change of policy; in fact, their opinions were well summed up in the closing paragraph of a letter which I received from a prominent Middle West publisher. He says:

"I think our experience in putting in a flat rate has been the same as other papers who have done it; that is, most satisfactory."

Advertising has become a real business since the first rate card was established. Publishers giving value received do not have to know twelve months in advance what their advertising revenue will be. As proven by publishers who have used both the flat rate and graduated scale, the volume of business is not curtailed by the flat rate. And, furthermore, either the Government is wrong in pushing the rebate cases or the publisher with a graduated scale wants to change.

We now turn to the local advertiser and the flat rate. If you started to canvass the merchants in any community you would get about as many different opinions as people visited. The department store clamors for a decided cut in rates because of his daily page or so of space. The smaller store, such as dry goods, howls because the department stores can, because of carrying a more diversified stock, use large space, and if their rate is lower than his, overshadow him and prevent his competing with the same line of goods. Next, the specialty shop or store, selling but one particular line, which is, of course, restricted in the use of space, declaims against a rebate to the two former classes.

And so it goes, until eventually in your canvass you find the non-advertiser. There is a field for his

publicity, but he could use only a few inches per issue, and in many cases the rate would be nearly twice that of the large store. He feels that he cannot start a campaign under such a handicap and as a result ekes out a rather miserable existence.

What is the effect of all this on the citizens? I cannot believe that it is beneficial to their pocket-books. Competition, they say, is the life of trade. It is not only that; it assists the purchaser to get the best values for his expenditure.

FLAT RATE PROMOTES COMPETITION

With the flat rate for local advertising John Jones, who runs a grocery, can advertise his business just as cheaply as the big store can exploit its grocery department—competition is kept alive and the public benefited. Not only that but the foreign advertiser reaps a large reward for his expenditure. You ask how this is so. Simply by the curtailment of the sale of non-trade-marked goods. Where competition is not rife non-trade-marked articles thrive.

The publisher again has to come into our horizon—he is the one that makes the rate. It is, of course, comforting to have in your safe a few contracts from big local advertisers insuring a certain monthly sum that will go a long way toward meeting paper bills and payrolls, but would it not be better for the community which that publisher serves if he had the same volume, but represented by *all* the good stores of the town rather than by a few? Publishers operating the local flat rate claim that their income is greater than under the rebate system, and that they best serve their public under the flat rate.

Those operating the graduated scale or rebate system contend that the expense of handling so many small accounts would necessitate a natural raise in rates and thereby cause dissatisfaction and even keep out some of the small advertisers whom they are supposed to get by the flat rate. This I do not believe. If these publishers will keep an accurate cost

system on the expense of getting and handling some of the big business, and add to it the rebate they are giving, they will find that big business is not always profitable business.

We must now come to the "foreign" advertiser and his relation to the flat rate.

In the first place most "foreign" business is what may be termed seasonable, thereby necessitating specific campaigns, such as spring and fall. The expenditure in these campaigns must be governed by the article advertised. There is what I call a point of saturation in advertising copy; that is, a given space will produce the maximum sale at the minimum cost. This point of saturation varies with different commodities, all depending on the possible market for the article. Since it is admitted that advertising is salesmanship on paper it may be said to come under the same classification as traveling salesmen. Common sense teaches us the folly of putting more salesmen into a given territory than the possible demand for the goods would warrant. The same principle applies to space used. Therefore, each advertiser must determine the point of saturation for his copy and be governed accordingly, no matter whether his campaign uses 2,000 or 10,000 lines.

It certainly could not be expected that the manufacturer of the Flexible Flyer hand sleigh could use as much space as the manufacturer of Douglas shoes, yet probably both have about the same percentage of cost for manufacture and operating. Is it not necessary, therefore, for the sleigh manufacturer to buy his publicity on an equal basis with Douglas in order to get a proper return for his investment? If it is not true, Douglas should hire salesmen for about one-tenth of what Flexible pays, for advertising is only another form of salesmanship.

Furthermore, the graduated scale of rates may work many hardships; for instance, some conditions beyond the control of the advertiser may arise necessitating the withdrawal of his publicity.

He may already have suffered financial loss because of this condition. Is it fair to further penalize him because he could not fulfill his advertising contract?

INCONSISTENT POLICIES

Most publishers with the graduated scale have shown a weakness of conviction, since they make a flat mail-order rate. The excuse they give is that the mail-order man cannot expect as great a percentage of people to write for his proposition as would go to the stores and inquire for it if it were offered for sale.

This argument is all right as far as it goes but there is a joker in the deck. Mail-order propositions are not figured on the same basis as to selling price as the same goods would be if sold through stores. Let me give a specific case. A manufacturer has an article which he is selling by mail for \$2.00. He puts up the same article to sell in the stores under another name and sells it to jobbers for sixty cents, the retail price being \$1.00. I believe I am safe in saying that most mail-order business for which publishers give the special mail-order rate is on this basis.

It is only natural for both the foreign and local advertiser who can use the maximum space, thereby earning a rebate, to encourage the publisher to continue his graduated card, but it seems to me that it is the duty of the publisher, who in reality comes under the head of "Public Service," to meet the wishes of the majority and to serve all with equality. Unless I have been misinformed the majority of foreign advertisers favor the flat rate, while in the local field the greater percentage of merchants prefer it, and from the testimony of those publishers employing it there is no decrease in the earnings. Therefore, why not have a universal flat rate?

George B. Dennis, until recently head of the art department of the Detroit office of J. Walter Thompson Company, has left that concern and takes charge of the art work for the Banker-Martin Company, Detroit.

NEWSPAPER WORK AS TRAINING FOR ADVERTISING

There can be no doubt that newspaper training is an excellent preliminary course in advertising. Newspaper work teaches a man the value of the contemporaneous—teaches him that news won't keep over night.

It teaches the value of telling the truth, for in newspaper writing the highest standard a man can attain is that of writing a superlative story without use of superlatives—to crowd the lines of truth to their utmost limit without bending them.

Newspaper work also teaches the value of space, which in well-conducted newspaper offices is doled out to the writer of news as though it were being paid for by the agent line.

Above all, it teaches the art of entertaining the public up to the limit of its news capacity, and yet holding the confidence of that public day after day, year after year.

Inversely, just as the newspaper is an excellent training school for advertising work, advertising supplies a liberal education in good news construction.

Now if I were the father of four boys, two of whom wanted to go into advertising, I should first put them into the newspaper business. If the two others wanted to be newspaper men, I should first give them a thorough training in the work of advertisement writing. I have an idea that that procedure would produce four good winners.

Warner H. Bell, of Filene's, before the Pilgrim Publicity Association.

SOUTHERN PUBLISHERS ELECTED OFFICERS

Members of the Southern Newspaper Publishers Association recently held a two-days' session at New Orleans. It was the annual meeting and on the second day officers were elected as follows: A. S. Sanford, of the Knoxville *Journal and Tribune*, president; F. W. R. Hinman, of the Jacksonville *Times-Union*, vice-president; W. M. Clements, of the Birmingham *News*, secretary.

Owing to delayed trains not very much business was transacted on the first day. Governor Luther E. Hall, of Louisiana, was ill and could not be present at the opening session as was planned. Victor H. Hanson, the former president of the association, who is publisher of the Birmingham *News*, and A. S. Sanford, who was elected president, were not present on January 16. However, there was a good-sized audience which greeted Mayor Behrman when he started the programme by extending a welcome to New Orleans.

The fraudulent advertiser was discussed at the convention. Col. James Thomson, of the *Item*, thought fake ads should be excluded from the newspapers. Col. Charles B. Bryan, of the Richmond *Dispatch*, agreed. Frank Sloss, of the Birmingham *News*, and T. T. Palmer, of the Houston *Post*, enthusiastically backed up Col. Bryan.

A party of thirty composed of delegates and their wives started on a trip to Panama immediately following the adjournment of the convention.



OUR new Unit Sample Books will point you to better advertising, better printing and better papers. Send for them today—now.

THE Unit Books are arranged in four groups for your convenience in consulting specimens of Writing Papers, Books, Cover and Announcement Stocks. The cover designs and many inside pages are the handiwork of Will Bradley. The printing is in many colors and shows a wonderful variety of advertising ideas. Read descriptions below and send today for the group or groups you want.

Strathmore Quality

Book and Cover Papers

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks.

Group No. 2. Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces.

Group No. 3. Cover Papers and Bristols. The finest collection of Cover Papers and Bristols made. For catalog covers, folders, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement.

Strathmore Paper Company
Mittineague, Mass. U. S. A.

Send \$2.00 today to for your copy of 1913

WE have acquired the exclusive selling right for a copy of the 1913 edition unless your order has not before March 15th. All orders must be accompanied by cash. Keep up to date. Don't base your advertising and selling plans on figures a year old. Send at once for your copy of the

the 1913 Data Book—better and more complete than ever with all its pages call a statistics, information concerning meddards, and all other departments, revised up to the minute. As in former years of all the data is furnished and edited by the Mahin Advertising Company.

Over 100,000 answered

The busy, alert man who works out advertising plans gets them quick. Ideas get cold, if, to obtain desired a collection of pamphlets, or to await replies respond a wait—and he gets them in the Mahin Data Book.

In this little vest pocket size book is condensed a fund of data embracing the whole realm of advertising and selling activities—and it is all condensed, classified and indexed so you find what you need, get the facts quick. It is in daily use by America's leading advertising managers.

Why we select the

As publishers and sellers of books, our attention is drawn to the demand among men with advertising and selling small compass. No book fills this need as well as the Mahin Data Book. To-date facts, drawn from a multitude of sources, are accessible, and condensed into a book of vest size, the most helpful of all business books.

It is important that you order now

We cannot guarantee you a copy of the 1913 Data Book unless your order is received before February 28th. The edition will be based upon orders received prior to this date. No orders will be accepted unless accompanied by a remittance of \$2.00. Do not put off ordering and risk being disappointed. Order today.

Call your stenographer — Dittler or bill
A. C. McClurg & Co.

NOTE—We desire to express our appreciation of the many orders for the 1912 Data Book. We have given our usual painstaking compilation and believe you will find it the best Mahin Data Book yet.

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to. C. McClurg & Co.

1913 Mahin Data Book

right the Data Book. We cannot guarantee you a order hes us by February 28th. Delivery will be made e accanied by a remittance of \$2.00.

selling many new features have been added—for instance, the Par-copy els Post is fully explained. The 1913 Data Book will be nd more than ever compact and convenient pages call advertising has been eliminated in acing medirance with the policy of the Mahin Ad-, revisertising Company to refuse to sell any serv-er years of any kind to publishers, space owners, ed by printers, engravers or anyone from whom rchases are made for its customers.

anners to every day advertising and selling problems

advertising problems always wants facts—and wants btain desormation, one has to hunt through a library, it repliespondence. He needs facts quick—without in Data

condense glance at the partial table of contents will alm of aow you plainly how comprehensive the Data is all comk is. It cost thousands of dollars to gather, u find ansify and publish this wealth of data—yet it by Amcal yours—for the small sum of two dollars—extraordinary book at an ordinary price.

ect the Data Book

ur attention been strongly attracted to the rapidly increas-ing and problems for a comprehensive book of facts in eed as we Mahin Data Book. Its wide array of up- of souniously classified and indexed to be instantly of vest size, put it in a class by itself. We believe it s.

der noon days' trial given new readers

ata Book unpu have never used a Mahin Data Book and do not know, at edition will hand, what a wonderful help this vest pocket book is, send orders will order, accompanied by a remittance of \$2.00, with the \$2.00. Dostanding that you can return the book within ten days and er today. Your money back if you are not satisfied.

er—Ditter ordering your Data Book—pin a check or bill to your letter and mail today—sure—to

g &. Dept. 200 Chicago, Ill.

ion of the m of a complimentary nature sent us by users of the paintstakimpitng the data for the 1913 book—the 13th edition—Data Book—MAHIN ADVERTISING COMPANY.

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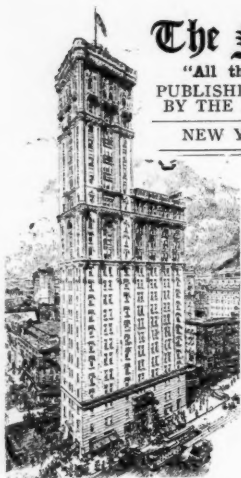
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The New York Times

"All the News That's Fit to Print."
PUBLISHED EVERY DAY IN THE YEAR
BY THE NEW YORK TIMES COMPANY.

NEW YORK, MONDAY, FEB. 3, 1913.

THE TIMES ANNEX

THE NEW YORK TIMES this morning is printed in the new Times Annex, Times Square, around the corner from the Times Building. The erection of this large and carefully equipped structure was seen to be necessary in less than six years from the removal of the newspaper to the Times Building, in which the spacious accommodations were expected to be ample for many years.

It was a matter of simple arithmetic. The circulation of the paper, which was, on the average, 119,000 at the time of removal, has more than doubled, the average net circulation being 240,000, while the amount of matter printed daily has also largely increased.

To prepare the increased contents of the paper and issue it promptly and surely to the increased and increasing number of readers was a problem of constantly greater difficulty. The only satisfactory solution was an added building large enough to meet a growth in the future even more rapid than that of the recent past. The Times Annex was therefore erected, with plenty of room, designed, arranged, and equipped with all the best modern appliances that facilitate the complex process of making a newspaper, and with provision for the extension and circulation sure to come in the immediate future, and, we are confident, sure to continue for a long time.

The task of moving an establishment with a thousand workers engaged in a dozen departments between two issues of the paper was, as may be imagined, a trying one. Thanks to the foresight, energy, and fidelity of those engaged in it, it has been satisfactorily accomplished.

The remarkable growth of THE TIMES, by which the new and extensive structure is made needful, is proof that the confidence of its owners that this community would richly support the kind of paper they have tried to make has not been misplaced. Their efforts will continue with constantly increasing resources, and with even more steadfast faith.



THE WINDOW AS A "ME- DIUM" IN ENGLAND

RETAIL MERCHANTS STIMULATED TO
BETTER WINDOW DRESSING BY CO-
OPERATIVE EFFORT—HOW THE NA-
TIONAL CASH REGISTER COMPANY
INTERESTED THE PRESS

By Thomas Russell,

Advertisement Consultant, Clun House,
London.

When J. H. Patterson, president of the National Cash Register Company, Ohio, was in England last year, he took a considerable amount of interest in London shop-window dressing, and some thoughts which he put into the heads of his British office have resulted in a rather interesting effort.

The London headquarters are in a street called Tottenham Court Road. It is not exactly a fashionable thoroughfare, nor are there very many wholesale offices in it. It has a somewhat peculiar class of trade. Maple's, the big furniture people, have always been there. For their class of business it is a pretty bad neighborhood. It is not where people of the class whom they serve are most accustomed to do their shopping. It is not very accessible. Its surroundings are not beautiful. But the fact of Maple's having been there so many years has had the odd effect of making Tottenham Court Road rather a furniture thoroughfare. At least six considerable cheap-class furniture houses have shops there—all of them on the same side of the road as Maple's. This road is also the home of one of the best furniture shops in London—Heal's. They are a very old-established concern, making magnificent furniture and cabinet-work of the very highest character—the fine, hand-made stuff where the drawers all slip in and out at the touch of a finger, even when heavily loaded. This firm also specializes in very beautiful furniture fabrics, and has a high reputation among the artistic. The Heal advertising is exceptionally good. The advertising done by

Maple's is pretty bad. They do not know their own selling-points, and do not use a magnificent opportunity at all skillfully.

Another Tottenham Court Road concern is the oldest department store in London, James Shoolbred & Co., who had a miscellaneous shop years before anything else of the kind existed. These people again do a high-class trade, but they are badly situated for it, and their advertising, what there is of it, does nothing to redeem their situation.

I have gone into all these details because of this point—that for all these people Tottenham Court Road is a thoroughfare to which people come specially for the purpose of visiting a particular shop or class of shop. But the rest of Tottenham Court Road, particularly the other side (for all the places that I have mentioned are on the east side of the road) is filled up with shops supplying the decidedly poor-class residential surroundings of the road. Just behind Tottenham Court Road on the west there is a considerable French colony, and there are about four or five square miles of not very wealthy residential property around and about the road on three sides, the east, north and west. This district shops in Tottenham Court Road. It is the market for meat, groceries and everything else. Thus Tottenham Court Road as a whole has two classes of trade. Window dressing of any style at all has never been a general characteristic, though there are perhaps half a dozen stores which stand out from the rest more by ingenuity than by any great technical skill in window-dressing.

The National Cash Register people attract a lot of attention to their office by window displays, though, of course, they have nothing whatever to sell to the casual passer-by. But one of their rather curious business methods is to interest themselves a good deal in retail merchants' window-dressing, and I suppose they keep their windows as a sort of object lesson. They run to fancy and al-

legorical scenes, not to lavish display of goods; and they also sometimes put in a model shop, with either living persons transacting business with the aid of a cash register, or mechanical figures.

LINING UP THE MERCHANTS

Last month they got the principal retail merchants of Tottenham Court Road together and enquired why the Road should not make a combined effort to do a little better window-dressing. The inducement offered was a series of prizes amounting to about four hundred dollars, which the National Cash Register Company offered to put up. The merchants said that the idea was fine, and promptly formed a committee to join forces. Every retailer in the street was seen, and every one adhered to the project, with the single exception of James Shoolbred & Co. These people not only declined to have anything to do with it, but would not even allow strings to be attached to the front of their premises, high up, for decoration. The merchants who were opposite to this old-fashioned and cantankerous concern got no benefit out of their subscriptions to the decoration fund, because Shoolbred's would not allow anything to be hung across the road. Maple's, Heal's and one or two other firms intimated that they would not like to be regarded as competing for the prizes, but this did not prevent their contributing to the decoration fund.

The next step was a dinner given by the National Cash Register Company to the competitors and the press. The British manager, H. C. Banwell, first gave a very interesting stereopticon lecture, and then took the crowd to a first-class restaurant and fed them. The arrangements contemplated were formulated after dinner. The window-dressing managers of Selfridge's, Whiteley's and Harrod's department stores; the lady who takes care of this department for Fuller's, a confectionery firm very much like your own Huyler's; and myself,

as an advertising expert, were appointed as a committee of judges. The press backed the idea very strongly, and one paper, the *Evening News*, supplemented the prize fund with \$150 to be presented to those readers of the paper who before publication of the results singled out any shop that should subsequently be found to have won a first prize, and wrote the most interesting essay justifying his choice.

ORGANIZING THE COMPETITION

For the purpose of making the judgment as fair as possible, all shops were divided into four classes, thus equalizing the opportunities, and three money prizes were offered in each class. When the judges got together, they deliberated for a long time on the best method of allotting the prizes, in view of the fact that of course there are some trades, like a jeweler or a florist, having quite exceptional opportunities, whereas other concerns are distinctly handicapped by their own trade. A coal merchant or an undertaker could not do very much in the way of color scheme. Ultimately it was decided to award marks to a total of 100 for various points, such as cleanliness, arrangement, color-scheme, choice of merchandise, window-fittings, lighting and so forth.

All the facts were enthusiastically written up by the London daily papers, and if anyone in London did not believe in advertising, he had a pretty good opportunity to change his opinion when he took a walk along Tottenham Court Road during the week of the contest. The street was thronged to the edge of the pavement all day long, even in very bad weather. The merchants interviewed all said that there had been a very great increase in trade, and several of them said that all records for any season had been broken during the display week. There is no doubt that everybody who put his back into the contest at all got rich results, whether a prize-winner or not. Several of the London papers got a show of advertising from some

of the retailers and from the National Cash Register Company, and all London was talking about the effort. In the end, the four first prizes were won by a jeweler, a tailor, a fruiterer-florist and a gramophone-record dealer. It is notable as showing the fairness with which the competition was judged that the fruiterer-florist was very close run by a butcher for the first prize in his class. Now, of course, a florist has a gilt-edged opportunity, and if the judging had not been very carefully done, a butcher would have had no chance at all.

As well as the window-dressing prizes, a special prize was offered to the owner of the empty shop having the neatest appearance. Unlet premises in London generally present a hideous appearance. Nobody troubles to keep the windows or fittings clean and there is ample justification for a proverb coined by J. H. Patterson, that "an empty shop is the worst competitor."

A notable feature of this affair

is the broad-mindedness of it. No doubt the National Cash Register Company got a little free advertising out of it. Its suggestion lies in the possible use American advertisers may make of the campaign.

DETROIT PRODUCED OVER HALF OF CARS IN 1912

According to the latest issue of *Automobile*, there were, on the first of January, 1912, 1,025,828 automobile registrations, of which 15,345 were duplicates (registered in more than one state), leaving the net automobile equipment of the country at that date 1,010,483. During the year 1912 the production amounted to 378,261, of which Detroit alone produced over 200,000 cars. From this and other information it is estimated that the year 1913 will find a production of something like 450,000 cars turned out by the 604 manufacturers.

PROCEEDS GOING FOR CHARITY

The proceeds of the first Rochester, N. Y., performance of "What Happened to Mary," a play based on a series now running in the *Ladies' World*, will be given to the Babies' Hospital Fund of that city. This is the same fund for which the Rochester Ad Club is raising \$100,000.

\$1,000,000,000.00

A BILLION DOLLAR MARKET **MISUNDERSTOOD**

The Pacific Coast Country west of the Rocky Mountains produced in 1912 over one billion dollars' worth of farm products. California's share was \$405,000,000.00.

The fastest growing and the most profitable markets of the West are its great agricultural sections and fruit producing districts. Anticipating the demands of these sections upon the makers of everything the human being needs, we have installed a complete department for the handling of Agricultural Advertising.

ON THE PACIFIC COAST IT'S COOPER

Let us show you the proper method of reaching the people who received this billion dollars.

The average annual purchasing power of the California Farmer is over \$5,113.50.

COOPER ADVERTISING CO.
742 Market St., SAN FRANCISCO

HOW WE MADE SERIAL ADVERTISING PAY

CONTINUITY OF THOUGHT PRESERVED
BY REPEATING EARLIER ILLUSTRATIONS IN MINIATURE—SUGGESTION
OF THE WAY THAT NEWSPAPER
SERIALS SYNOPSIS PRECEDING
CHAPTERS—DEALERS ATE IT UP

By *Berry Rockwell*,
Formerly of United States Motor Co.

We decided to use a number of
drawings of a well known artist.



"... But This Is a Real Automobile
and it has given me the best year of motoring since I began." The

Stoddard-Dayton "Knight"
79 H. P.

de only six-cylinder Knight built in America, is owned by men who can afford to own nothing else that which is superior. Men of great affairs who require absolute dependability, need it in business—their families in a social way. All made are made in a Stoddard-Dayton Knight. It goes up hill with as much ease and speed as on a level stretch, with no shifting of gears. It is a delight to the eye and a constant source of pride and satisfaction to the owner. Dignified, simple, luxurious, the Stoddard-Dayton Knight is, almost of the times in everything of proven merit.

In addition to complete regular equipment the Stoddard-Dayton Knight has the following distinctive features:

Left hand drive and center control. Steering wheel adjustable to different leg lengths. Electric brakes and storage battery system for all lamps and horns. Main lights and auxiliary lights. Headlamps and side lights with concealed lights. Luxurious upholstery with complete set of seat covers, top, top bars and side curtains. The series aimed to capture.

There are three models:
Touring car : 4000
Sedan : 4000
Limousine : 4000

Dealer's Name _____
Telephone Address _____



SECOND AD IN THE SERIES

As each drawing was completed we built an ad around it and used it in various media, principally newspapers.

While we had in mind a definite continuity of thought in the making of the pictures, yet there was no endeavor to produce advertisements serial in character.

Nevertheless, the first three pictures finished showed the customer, first, viewing the product for the first time, second, trying and finding the product meritorious,

and lastly, satisfied after purchase.

These particular three pictures ran irregularly as the drawings were finished and we did not expect to avail of any possible benefits that usually accrue from cumulative and consistent advertising.

To our surprise a few people remembered the entire series. It occurred to us that the three pictures in question would make a bully series, if properly used. Sensible to the fact that serial advertising rarely paid, we decided to try out the following plan.

The first ad should be run in newspapers on Monday, the second on Wednesday. In the second ad at the bottom we included a picture of the scene in the first ad as a reminder to the reader of what the first had contained. The third ad ran on Friday and at the bottom of this ad we included pictures of the scenes in the two preceding ads of the series, thus linking the entire series together and suggesting complete thought to the reader.

In this way the series produced splendid results and provoked much favorable comment which surely had a bearing on future sales.

The greatest pulling power of the series, however, had its rise in the unconscious mind of a dealer. This dealer wanted a full page ad by return mail, to run in his local newspaper. Not having a suitable advertisement of proper size on the moment, we suggested that he use the series above referred to, placing ad No. 1 on page two of his newspaper, ad No. 2 on page four and ad No. 3 on page six. In this way, the complete thought of the series was driven home in one issue. He used this suggestion and made a killing. We recommended the idea to a great many other dealers and everywhere most satisfactory results were obtained.

The sizes of the ads in question were 420, 420 and 570 lines.

Jean A. Picard has been appointed United States representative, with offices in New York City, of Via-Dekor, a general advertising agency of Paris.

Electrical World Readers Are Your Customers

if you have anything to sell to electrical consumers of any kind.

For nearly forty years the Electrical World has been the leading electrical journal—the publication most read by the largest number of people in all branches of the electrical industry.

Its Circulation

of 20,000 includes the great majority of electrical buyers—the actual and potential customers of every concern that makes or markets anything electrical.

This is the simple reason why its advertising pages afford the most wasteless means of reaching the electrical buyer in a sales-making fashion.

The World Copy Service Department

knows the electrical business, the advertising business, and knows the World's audience. That is the reason why it is able to prepare successful selling campaigns.

Engineering Record

The authority on civil engineering and contracting. Weekly circulation 19,000.

Electrical World

For 32 years the leader. Weekly circulation 20,000.

Electric Railway Journal
Established 1884. Weekly circulation 8,000.

Metallurgical and Chemical Engineering
Monthly. Circulation 5,700.

A Show-down

of what it can do won't cost you a cent and imposes no obligation of any sort. Worth looking into, isn't it?

**McGraw Publishing
Company, Inc.**
239 West 39th Street
NEW YORK

Little Helps from the Other Fellow

The carton is becoming more and more an important factor of the advertising campaign. The writer knows an ad man of a wholesale grocery specialty house who has the carton manufacturer submit a carton and then has an artist draw on this carton the proposed design. The same is then colored with water colors and is taken out and placed on the shelves along with various other cartons. He gets an idea just how the carton will look on the grocer's shelves and he admits that what he or anyone else would pick as an extremely attractive carton does not show up as well sometimes as one would naturally suppose.

In mailing out circulars with special offers or premiums, one man found that if he put on circulars "Not good unless used before —" (dating same two weeks from date of mailing circular) that it not only produced a more prompt response, but that in some cases after date had expired he would be asked as a special favor to fill an order.

One would be surprised at the lack of co-operation between many large business houses and their salesmen. A good way to keep salesmen posted as to what is doing in their territory is to have some tissue sheets on which the word "Copy" is printed diagonally across the face. Whenever a letter is written to anyone from any department, one of these copies is made along with the carbon copy and sent to the salesman into whose territory the original letter went. Thus the salesman knows just what the customer is doing, what he is getting, how he is paying his bills, etc. In conjunction with this, it is a good plan to have some one go through the trade papers as they are issued

and clip every item of interest concerning the trade in each salesman's territory. There is nothing more interesting to the average business man, whether the general manager of a large jobbing house or the country town dealer than "me, my and mine" and there is nothing better which he likes to talk about than these. Equipped with the information from these clippings, the salesman shows the customer that he is wholly interested in his welfare.

The advertising manager of a publishing house saves his firm no little money in the course of a year by having scratch pads made from the trimmings of paper that is cut to waste by his printer. For instance, he had a small run that required ten reams of paper 25 x 38 inches, on which there was a three-inch waste the narrow way. He caused these strips to be cut in a manner which permitted them to be made into scratch pads of 100 sheets, three by four and a fraction inches—in all, 300 pads. The cost was trifling, but the pads were very satisfactory to attach to correspondence and for figuring.

The same man uses larger wastes for making window streamers for dealers' use. If he has a waste of 6 x 20 inches on a small run of 10,000, he has copy prepared and the lettering done by hand. Zinc etchings of the hand lettering are made and the streamers are then printed from the etching. The streamers are inexpensive but very effective, and they look as though the dealer had actually made them. The dealers in small towns like these window streamers and use them willingly.

GODAIR-WIMMER CO., RECEIVER-SHIP

Kenneth McEwan has been appointed receiver for the Heidelberg Building in Times Square and for the assets of the Godair-Wimmer Company which is said to own the building. The Godair-Wimmer Company purchased the building in June 1912. It is said that the company was incorporated in May 1912 with a capital stock of \$200,000 and a bond issue of \$200,000 with the New York Trust Company as trustee.

PRINTER'S INK AS AN AGENT OF ENLIGHTENMENT

The Consolidated Stock Exchange has started an advertising campaign to call attention to its availability as a market place for the purchase and the sale of securities. As one member put it, "there is nothing like printer's ink as an agent of an enlightenment of the minds of men."

The Consolidated Exchange points out that it is the second largest institution of its kind in the United States and Canada and has an exceptionally large market for the sale of American securities and facilities for odd lot trading.

The public is advised that the opening call is at 9:30, enabling people to take advantage of many overnight happenings.

The Consolidated Exchange has taken the lead in a number of forms in Wall street. It now offers a number of memberships for sale.—N. Y. Evening Mail.

THE BIG FACT BEHIND THE CAMPAIGN

"The secret of the success of many advertising campaigns," said Robert Tinsman, of the Federal Advertising Agency, New York, addressing the West Side Y. M. C. A. Advertising Forum, in New York, February 3, "is that they have a big fact behind them. You must do something with your campaign that

is individual—something to give your salesmen a different line of selling talk from the other fellow."

Mr. Tinsman discussed the Koh-i-Noor dress fastener campaign and told of the success of its slogan "Good Bye Old Hook and Eye." Other campaigns with a big fact behind them, he said, were those of Barrington Hall Coffee, Keen Kutter too's, Waltham Watches, Truly Warner hats, Rubberset brushes and Crisco. To sum up the campaign in a single word ought to be the aim of an advertising man, said the speaker.

Victor Leonard, advertising manager of the Standard Milling Co., was the other speaker. His subject was "Sending the Consumer to the Grocer." One of the points brought out was that Mr. Leonard's company was confronted with the problem of leaving out premiums from its packages. "I wish somebody would tell me how it can be done, and leave the customer satisfied," said Mr. Leonard. Both speakers were fairly pelted with questions.

DOOLITTLE LEAVES J. WALTER THOMPSON

Albert H. Doolittle has severed his connection with the Detroit branch of the J. Walter Thompson Company. Mr. Doolittle was previously associated with the Knox Company of Troy, N. Y., where he designed campaigns for many automobile concerns. He was also automobile editor of the *Carriage Dealers' Journal*.



The great strength of painted bulletin publicity lies in its ability to advertise any product in its actual colors and style.

This clever bulletin reproduction of the Autocar, for instance, is one of a very interesting series of painted displays that extends from New York to Philadelphia, along the Pennsylvania Railroad, known as "Maxwell's Great Ninety Miles."

Each of the various models of the "Autocar" is pictured in the series.

The "cut-out" wheels, reaching to the ground, gives "life" to each sign, causing one to look twice to determine just how much is "real," and how much is "paint." The entire series is linked by use of the "Autocar" trade name in like color, style and size on each bulletin, completing a well-rounded campaign of high-grade outdoor publicity. Painted and maintained by The R. C. Maxwell Co., Trenton, N. J.

The January Chapter

In the Noteworthy History of THE CHICAGO DAILY NEWS tells of continued gains, both in CIRCULATION and in ADVERTISING

January CIRCULATION, 1913

January registered "High Water Mark" in the circulation of THE CHICAGO DAILY NEWS; here are the figures:

State of Illinois, County of Cook, ss.:

HOPEWELL L. ROGERS, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of January, A. D. 1913, was as follows:

| Days | Copies | Days | Copies |
|-----------------------------------|---------|-----------|---------|
| 1..... | Holiday | 17..... | 365,239 |
| 2..... | 354,077 | 18..... | 342,815 |
| 3..... | 358,457 | 19..... | Sunday |
| 4..... | 335,895 | 20..... | 363,143 |
| 5..... | Sunday | 21..... | 364,897 |
| 6..... | 357,369 | 22..... | 366,819 |
| 7..... | 359,203 | 23..... | 366,766 |
| 8..... | 360,646 | 24..... | 365,146 |
| 9..... | 359,852 | 25..... | 347,369 |
| 10..... | 358,621 | 26..... | Sunday |
| 11..... | 341,807 | 27..... | 368,091 |
| 12..... | Sunday | 28..... | 367,610 |
| 13..... | 362,309 | 29..... | 369,755 |
| 14..... | 363,037 | 30..... | 369,238 |
| 15..... | 365,723 | 31..... | 367,354 |
| 16..... | 366,761 | | |
| Total for month..... | | 9,367,999 | |
| Less returns and allowances | | 12,376 | |
| Total sold, net..... | | 9,355,623 | |
| Daily average sold..... | | 359,831 | |

All "exchanges," copies used by employes, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 1st day of February, A. D. 1913.
[L. S.] HENRY C. LATSHAW,

Notary Public.

Never before in any month in the thirty-seven years' history of THE DAILY NEWS has its circulation averaged so high as 359,831 copies per day—and this without the aid of "big" news on any day of the month to temporarily increase the circulation beyond the normal.

The January circulation is 25,467 a day greater than in January, 1912.

January ADVERTISING, 1913

Here are the total Advertising Gains or Losses made by Chicago Newspapers during the month of January, as compiled by The Washington Press, an independent Audit Company:

| | Disp. Cols. Gain | Class. Cols. Gain | Total Cols. Gain |
|----------------|------------------------|-------------------------|------------------------|
| The Daily News | 101.99 | 185.11 | 287.10 |
| 2nd Newspaper | 49.52* | 214.09 | 164.57 |
| 3rd Newspaper | 122.84* | 76.04* | 198.88* |
| 4th Newspaper | 440.49* | 107.80* | 548.29* |
| 5th Newspaper | 159.74* | 28.34 | 130.40* |
| 6th Newspaper | 216.81* | 10.21* | 227.02* |
| 7th Newspaper | 72.56* | 1.63* | 74.19* |
| 8th Newspaper | 78.13* | 36.58 | 41.55* |

* Denotes Loss.

THE DAILY NEWS was the only Chicago Newspaper to GAIN, both in Display and Classified.

THE DAILY NEWS showed a 74% Greater Advertising Gain than the next Chicago Newspaper.

THE DAILY NEWS, on the six week days it is published, carried more advertising, both display and classified, than any other Chicago Newspaper.

"Nearly everybody who reads the English language in, around or about Chicago, reads THE CHICAGO DAILY NEWS."

—The Post Office Review.

More than TWICE the City circulation of any other Chicago Newspaper.

THE CHICAGO DAILY NEWS

JOHN B. WOODWARD

Eastern Advertising Representative

710-13 Times Building, New York

WHY EASTMAN IS OF THE SAME OPINION STILL

THINKS CHARLES T. WOOD'S ANSWER TO HIS ARGUMENTS FOR A GUARANTEED CIRCULATION IS A SKILFUL HANDLING OF A BAD CASE—SOME "LAST WORDS" ABOUT RECIPROCAL REBATES

By R. O. Eastman,

Of the Kellogg Toasted Corn Flake Co.

I have always wanted to write a book but unfortunately I have neither the time nor the inclination at present and it would take a pretty good-sized volume to follow Charles T. Wood through all the devious lanes and bypaths over which he has dragged this guaranteed circulation proposition. It seems to me that whether intentionally or not, he has succeeded in getting a long ways away from the fundamental proposition in the controversy which is simply this: *whether the advertiser has a right to know what he is going to get for his money when he buys periodical advertising.* That is the whole question and whatever other questions have been raised by either Mr. Wood or myself, in these articles, are side issues of relatively much less importance. After reading carefully all of Mr. Wood's defense and rebuttal I am more convinced than ever that my position as outlined in PRINTERS' INK of January 9 is perfectly just and logical.

As Mr. Wood has injected quite a personal tone into his article, I presume that the editor of PRINTERS' INK will accord me the same privilege. I have never met Mr. Wood and may be doing him a rank injustice, but I have heard it affirmed that Mr. Wood is really not Mr. Wood but someone else "who prefers to remain incognito." If this is a fact it strikes me that it is rather unfair to Mr. Wood himself, to the issue itself, which is of unquestioned magnitude, and to the advertisers and publishers whose interests are so vitally involved. To all that I have written and to all that every other advertising

man that I know of has written on the affirmative side of this controversy, we have signed our own names. We have nailed our flag to the mast that everyone may know who we are and what we stand for. We are not ashamed of the issue that we are advancing, which is indeed to establish in the buying and selling of advertising the highest known principle of modern merchandising, *the giving of a known value for a known price.* Isn't it fair for me to ask now that Mr. Wood do the same thing? That he come out in the open and announce his identity, or, in other words, to resort to an idiom that is more expressive than polite, that he "either show up or shut up." It seems to me that it is highly undignified for the large and important publishing interests that have been drawn in on the negative side of this controversy to permit an "unknown" to stand as sponsor for them—to lay themselves open to the charge that they were only willing to set up a man of straw for the proponents of the guaranteed circulation propaganda to aim their guns at. It might indeed be highly appropriate to inquire at this time whether the attitude of these publishers in apparently ignoring the issue as raised both by individual advertisers and by advertisers' associations is due to a lack of respect for the issue itself or for the advertisers who have raised it.

I am sure I am not alone in my curiosity to know more about this adroit and charming Mr. Wood and about the hand behind the curtain which is pulling the string.

Even though I may lay myself open to the charge of attempting to dodge well-aimed brickbats, I am going to confine myself in replying to Mr. Wood's rebuttal strictly to those points which in my own judgment are pertinent to the real issue. I cited the Butterick Trio, *Collier's* and *Munsey's* as having adopted the circulation guarantee with its rebate features. Mr. Wood cites the Curtis Publishing Company, the Crowell Publishing Company and Life Publishing Company as not hav-

1913

Gains
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Total
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287.10
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198.88*
548.29*
130.40*
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74.19*
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ing adopted it, and offers to furnish me with two Rolands for each of my Olivers. This is very kind and generous of Mr. Wood, but it so happens that one of his Rolands is already one of my Olivers—I'll let him guess which one it is—so he can start right in there.

Mr. Wood says that the advertiser has no fundamental right to *exact* a guarantee of circulation a year ahead, with pro rata rebate if it falls below such a figure, and yet no corresponding bonus.

I agree with him. In fact, Mr. Wood seems to have a habit of reading into my expressions something that I did not put there. First, he says we advertisers desire to *compel* the publisher to give us a guarantee, which is not true, then he says we desire to *exact* a guarantee, which means the same thing and is equally untrue. All that I have said and all that I shall continue to say as long as I have any right or warrant to engage in a controversy of this character is that the advertiser has a fundamental right to a guarantee of circulation from any publisher with whom he deals. And I repeat that the publisher has equally a fundamental right to refuse to guarantee his circulation, and, as I said before, "when in the exercise of these two fundamental rights the interests of the respective parties tend to clash, the inevitable result is that the advertiser and the publisher will quit doing business together, and generally with perfect respect for each other."

Mr. Wood insists that a circulation guarantee or audit will increase the cost of advertising, because someone has to pay the auditors. This is exactly equivalent to the argument that advertising is paid for by the consumer and raises the cost of living. No publisher is likely to adopt the circulation guarantee or audit unless he is reasonably sure that it will satisfy more advertisers and sell more advertising in his publication. If this be true, the circulation guarantee becomes a selling force and it is very likely to produce a greater amount of

business than any other selling force of the same cost that the publisher could set in operation, thus reducing the selling cost instead of increasing it. But at all events, whether it increases the cost of advertising or not, *we want it*, for what could be more ridiculous than that a manufacturer should spend a hundred thousand or five hundred thousand dollars for advertising and then refuse a comparatively trivial tax for the privilege of knowing what he had spent his money for. The cost of advertising, after all, is still subject to the immutable law of supply and demand, and when advertising becomes unprofitable it will become unsalable.

Mr. Wood says, "the idea is to compel the publisher to insure the advertiser a year ahead." If I may move to strike out that word "compel" again, I will accept the phrase and say that the idea is a bully one. Why shouldn't the publisher insure the advertiser a year ahead? Why shouldn't any man, *even a national advertiser*, be insured to the extent of knowing that he is going to get what he pays his money for, even though the delivery be set for a year or ten years in the future? Mr. Wood says that such insurance calls for the payment of a premium, and he is right, and the publisher who does insure his advertiser in this way will collect those premiums in increased business built upon widespread, increased confidence.

It seems to me that all this argument regarding the idea of a reciprocal rebate is, after all, without much avail. Some of us think it's fair and some of us that it is unfair. For my part, I contend that the publisher should be willing to give his advertisers a straightforward guarantee of his *minimum circulation* without any strings tied to it, and that any other proposition is unfair and undesirable. But, after all, whether I am right, or my friend Mr. Wood, the fact is that it would be commercially and practically impossible for a large publisher to apply the bonus plan to his entire advertising patronage. The



Get the Doctors' Patronage and Co-operation

by devoting a small proportion of your advertising appropriation to the publications that specifically serve his interests.

Medical patronage is easy to secure for any product that is honest, useful, and has genuine merit. The doctor is not only a *good buyer* but a *most influential buyer*. His personal needs are those of any prosperous citizen plus those incident to his profession, while his influence—through special opportunities for suggesting and recommending special foods, clothing sanitary supplies, soaps, hygienic products, toilet articles, etc., etc.—is practically unlimited.

Why not develop this important field?

“THE BIG SIX”

offer acceptable advertisers the quickest, most effective and most economical way of securing the favorable attention of the physicians of the United States.

Measured by actual bona fide results the use of space in these high-class medical journals is the most profitable advertising obtainable to-day.

Everyone who has ever intelligently advertised anything of real merit to the doctor has won substantial success.

Why not investigate the splendid opportunities that “the Big Six” offer you to develop a patronage that can easily become one of your strongest, most valuable assets?

Others are awakening to the possibilities, why not you? Address:

The Associated Medical Publishers

A. D. McTIGHE,
Eastern Representative,
286 5th Ave., New York.

S. D. CLOUGH, Secy.,
Ravenswood Sta.,
Chicago, Ill.

Amer. Jour. Clinical Medicine....Chicago, Ill.
Amer. Jour. of Surgery.....New York, N. Y.
American Medicine.....New York, N. Y.
Interstate Medical Jour. St. Louis, Mo.
Medical Council.....Philadelphia, Pa.
Therapeutic Gazette....Detroit, Mich.



small advertiser, particularly, would insist on knowing exactly what his ad would cost. And if the system could not be fairly extended to apply to all advertisers in a publication, it would be unfair as applied to a few. Consequently, are we not really wasting a good deal of time and space, after all, discussing an impossible issue?

To proceed, Mr. Wood says that I do not know what forced circulation means and that "there are lots and lots of ways of forcing circulation which are not intrinsically fraudulent." Then he cites several of them, saying that "these things are not necessarily fraudulent, but they do not result in circulation that is worth one hundred cents on the dollar to the advertiser." Well, for the love of Mike! If selling advertising space for one hundred cents on the dollar and then delivering something that is not worth one hundred cents on the dollar is not a fraud, in heaven's name, what is? Persistent circulation forcing seems to me to be a short cut to the industrial graveyard for any publisher. I am perfectly willing to admit that the circulation guarantee will not prove a panacea for all evils and that it cannot be expected to put an end to all crookedness in the publishing business. It is simply up to the advertiser to search out that crookedness, and when he finds it to nail it, and nail it hard.

This will be my last word in this particular debate, and if Mr. Wood wishes to come back in another rebuttal, either under his own name or any other, I shall be glad to pass my cudgel to any one of the many others who I know are able to defend this proposition just as loyally and probably more gracefully than I.

In conclusion let me outline my position once more.

I contend that every advertiser has the fundamental right to know what he is going to get for his money when he buys advertising space.

That the circulation guarantee is the only satisfactory means by which that assurance can be given

the advertiser by the publisher.

That a guarantee which is not backed up by more than mere verbal assurance, or which does not provide a penalty or recompense for nonfulfilment, is worthless to the advertiser.

THE LOVE MOTIF IN BEAN ADVERTISING

Editor of PRINTERS' INK:

BALTIMORE, Feb. 3, 1913.

Take note that the problem of the ages has been solved. Away with love potions, massage cream, pneumatic forms! *Viva la Bean!*

If he don't love you, give him baked beans. If he won't stay in at night, give him baked beans. If you haven't any



children for him to bounce, give him baked beans.

Next in order is a picture of Cupid, minus bow and quiver, armed with bean shooter and a can of Wagner's beans. With the legend, "Beauty Backed Off the Boards by Baked Beans."

But what I really wanted to ask was your opinion of this as an ad.

E. D. HALLOCK.

HAS'N'T HEARD OF THE BOUND "PRINTERS' INK"

Prof. Willard E. Hotchkiss, dean of the School of Commerce, Northwestern University, at a meeting of the Evanston Commercial Association recently expressed a hope that the experience of business men might be put into permanent shape for others just as lawyers may find in reports of cases the solution of various legal problems. Prof. Hotchkiss said: "Professional men have societies which publish periodicals which communicate their knowledge to others in the same line of work, while business men too jealously guard their so-called business secrets through fear that someone will get ahead of them."

¶ No catalogue can introduce your goods so well as a catalogue printed on

DEJONGE STOCK

Dejonge Puritan is the last word in enameled book paper—pure white in color, supreme in printing surface.

Dejonge Art Mat is the incomparable dull finish coated. It imparts the real photographic effect and atmosphere to half tones and renders type with a fine dignity that invites the eye.

¶ The man responsible for his firm's printed matter should know and select the paper for every important job.



Let us send you from time to time samples of the very best in the printing art on papers bearing this quality mark. Just a post card with your name does it.

LOUIS DEJONGE & CO.
NEW YORK CHICAGO

THE HARD-HEARTED EDITOR

Once upon a time, in the language of fairy books, I took advantage of a lull in business to take a little trip to the shores of the bright blue sea. Many things were missing from my wardrobe to replenish which a day was spent in shopping. How well I remember the pleasures of that day!

The shoemaker was first called upon. Before leaving him I drew his attention to the fact that I was a customer of long standing and would very much appreciate it if he would supply me with

mobile horn worth blowing, the one with the harsh, abrupt note.

What was my dismay to find that the harsh, abrupt note of my horn was sweet and soft as the music of celestial harps when compared with his harsh and abrupt notes, and although it may strain your imagination to even try to believe that anyone could be so grasping for a dollar, it is nevertheless true that this is what he said:

"Don't you know that we have pay rolls and white paper bills to meet? Don't you realize that it is our business to transmit messages from individuals

to the public, and that only by receiving pay for that service are we able to keep going? Don't you know that the telegraph companies and messenger service companies charge for the service they render even though you have from time to time paid them for previous service? Every inch of our space costs us real money. You might as well ask me to put my hand in my pocket and present you with a few dollars of real coin as to come in here begging for a few stickfuls of free advertising for your business." He did not grasp my point of view.

Truly the newspaper man is hard-hearted and grasping, steeped in commercialism and lacking in charity.—*Bulletin No. 2836, A. N. P. A.*



a few pairs of shoe trees without charge, which he readily did.

Then a visit was made to a department store in which I had an account, and to which for some time it had been my custom to send checks almost monthly. After making the necessary purchases, I modestly asked the clerk to give me a few pairs of gloves and some summer ties, with all of which he cheerfully came across.

In turn my cigar maker sent me a couple of boxes of cigars, the tailor contributed a fancy waistcoat, the hatter a cane, and so on until all needful things having been purchased and graft collected, I hiked to the railroad ticket office. There I reminded them that I frequently traveled over their road and spent money with them, and therefore would appreciate it if they would without charge send a trunk to my address in which to put my belongings when starting on my way. Not only a trunk, but in addition a kit bag was sent to my home with the compliments of the railroad. Fortune surely smiled that day and life was worth living. Just one thing more to do and then I might shake the city's dust from my number tens.

By the way, I had forgotten to tell you that I am the manufacturer of an automobile horn that emits a peculiar and fascinating sound. It occurred to me that if I could induce the newspaper in my town to use its news columns to continually urge everyone to buy the horn with the brusque, abrupt note my business would prosper as never before. I dropped in to tell the editor of my trip so that he might publish some copy I had written about the famous manufacturer of the only auto-

EXPORT AD CLUB FORMED

The Export Advertising Club of America was recently organized in New York. Officers for the first year are as follows: President, Gridley Adams, of the Aeolian Company; vice-president, E. W. Davenport, export manager of the United States Tire Company; secretary and treasurer, D. W. Tannenbaum of the West Disinfecting Company.

The membership will be composed of those connected in some way with export trade. At a recent meeting it was decided to make application to the A. A. C. of A., establish an Eastern office and send speakers to a number of the principal advertising clubs of the country. The speakers will urge export advertising men to become non-resident members of the club.

DAYTON APPOINTED GENERAL MANAGER

Fred. E. Dayton has been appointed general manager of the National Incinerator Company, 303-305 Fifth avenue, New York. Mr. Dayton was formerly with the United States Motor Company. He was sales manager of the Columbia car, with the manufacturers of which he was associated for thirteen years.

NECESSITY OF FIXED PRICES IN NATIONAL SELLING

THE PHRASING OF THE LICENSE
AGREEMENTS WITH DEALERS THAT
HELP TO PROTECT THE PRICE OF
BIG BEN CLOCK, GILLETTE RAZOR,
WINCHESTER GUN, KLAXON HORN
AND COLUMBIA PHONOGRAPH—
THE ELABORATE SYSTEM OF THE
UNITED SHOE MACHINERY COM-
PANY

By Waldemar Kaempffert,
Managing Editor, *Scientific American*.

III

[EDITORIAL NOTE:—In view of the recent decision that the selling system of the United Shoe Machinery Company does not violate the Sherman law, the interesting description in this article of that company's elaborate methods is of particular and timely suggestion.]

License agreements and price restriction contracts may be either marvels of simplicity or of complexity. They vary from simple letters to alarmingly worded pledges. Simplest of all is probably the Western Clock Company's method of selling Big Ben alarm clocks. The effective, subtle advertising of the company finds its counterpart in its license agreement with dealers—a document which is not a formal contract with many involved legal phrases that might frighten off a timid dealer, but simply a pleasantly worded letter, well calculated to dispel doubt and just as binding as any red-sealed and blue-ribboned agreement.

Dear Sir: We have your order of ——— for ——— Big Ben, for which please accept our thanks. Before entering this order we wish, however, to outline to you our Big Ben policy, and if you are in sympathy with our plan we shall be glad to add your name to our list of Big Ben distributors.

It seems as though the average mortal held a grudge against alarm-clocks. In the minds of most people they suggest cheap-looking and cheap-made affairs it is their privilege to misuse and their right to abuse. So it has come about that they not only meet with contempt on the consumers' part but that most jewelers condemn them and refuse to repair them.

We do not want Big Ben to share this treatment. From the very start we have endeavored and succeeded in surrounding him with the highest quality and class standards—standards that

can only be maintained through methods of the highest character, both in manufacturing and selling.

So we have not sold and do not intend to sell Big Ben to all merchants that apply for him, not even to all jewelers; but only to those who, through their methods and policies, will best co-operate with us in giving him the prestige we want him surrounded with.

If you are willing to make a special effort with Big Ben, present him to your trade as the highest 'article' in his class, so that he receives at their hands the treatment he is entitled to; if you will take him back for repairs, making, of course, the necessary charges, and using the material we shall be glad to supply you with free of charge, and if you will agree to uphold our retail price of \$2.50 until further notice on our part and not to order Big Ben for any other dealers, we shall be very glad to enter your order.

In this case will you please return us this agreement, duly signed and dated?

Yours truly,

THE WESTERN CLOCK MANUFACTURING
COMPANY

E. ROTH,

Secretary and General Manager.

Sign and date here:

Name,

Address,

In addition, each clock bears the notice: "Patent Infringed if sold under \$2.50."

The more usual form of contract or license agreement is that adopted by the Gillette Safety Razor Company. Decidedly more legal in tone it reads:

NOTICE.—This razor is only licensed by us for sale and use when sold to the public at a price of not less than \$5.00. No license is granted to sell it at a lower price than \$5.00, or to use it if sold at less than such price. Neither must it be included in a combined sale with other goods, nor used as a premium upon the sale of other merchandise. Any transfer or sale in violation of these conditions or its use when so sold will constitute an infringement of our United States Letters Patent Nos. 775,134 and 775,135, under which this razor is made, and all parties selling or using it contrary to the terms of this license will become infringers of said patents and will render themselves liable to an injunction and damages. The limited license to sell above set forth is good only so long as this label remains upon the package, and erasures or removal of this label will be construed as a cancellation of the license. A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of any violation thereof.

GILLETTE SAFETY RAZOR CO.

(Owners of said patent.)

KING C. GILLETTE, President.

A form of price-fixing license agreement which is a comparative recent development and which would seem to be highly unfair,

"From copy to advertisements, from cover to cover, it is the best magazine I have ever seen."

M. E. K.—East Machias, Wis.

Only an echo of the sentiment expressed by its many readers.

"From copy to advertisements" ---is yours included?

THE THEATRE MAGAZINE

New York

8-14 West 38th Street

Chicago
GODSO & BANGHART
Harris Trust Bldg.

Boston
H. D. CUSHING
24 Milk Street

unless one were familiar with the reason underlying some of its conditions, is that adopted by the Lovell-McConnell Manufacturing Company in selling "Klaxon" and "Klaxonet" automobile horns. Dealers are not only obliged to sell the horns at the stipulated price, "but may not sell to anyone designated by the makers as objectionable." The practice of automobile owners to form associations for the purpose of buying automobile supplies at wholesale prices is thus combated:

No license whatever is granted for purchase or sale by anyone who has been notified that he is objectionable to makers; nor for purchase by or through, or sale by or to, any person, company, concern or association which offers or affords purchasers or users any membership, profit-sharing or co-operative right or privilege.

The objectionable persons principally referred to in the Klaxon agreement are dealers who offer infringing horns for sale. At least half a dozen noise-producing devices were brought out immediately after the Klaxon shrieked its way into automobile favor. Suits for patent infringement were promptly brought by the Lovell-McConnell Manufacturing Company, but months must necessarily elapse before a decision on the validity of the Klaxon patent can be obtained. In the meantime, it was manifest that some steps must be taken to restrict the sale of those who were appropriating the underlying idea of the Klaxon horn, and the clause quoted was the means adopted to secure some measure of protection. How successful the agreement has been may be gathered from the fact that Charles E. Miller, of New York, probably the largest dealer of automobile supplies in the United States, recently decided not to oppose the Lovell-McConnell Manufacturing Company in proceedings brought to restrain him from selling the Klaxon horns.

Clauses leveled at "objectionable persons" are to be found in many license agreements. Thus we find in the license conditions of the Winchester Repeating Arms Company the following:

Jobbers may sell at wholesale only to retail dealers, regularly handling these goods; may not sell to anyone designated by the company as a violator of license conditions; may not mutilate or remove this license notice; may not expose for sale or sell without this license notice; and may sell only at prices established by the company and printed in its schedules.

ADMISSION OF PATENT VALIDITY

The Klaxon price-fixing license contains a clause that compels the retailer to admit the validity of the Klaxon patent. This is also to be found in the agreements that must be entered into with many companies, among them the United Shoe Machinery Company, and the Reece Buttonhole Machine Company. Here is the Columbia Phonograph Company's license in which it also figures:

"Columbia" graphophones, grafonolas, records, and blanks are manufactured by the American Graphophone Company under certain patents and licensed and sold through its sole sales agent, the Columbia Phonograph Company (general), subject to conditions and restrictions and conditions as to the persons to whom and the prices at which they may be resold by any person into whose hands they may come. Any violation of such conditions or restrictions makes the seller or user liable as an infringer of said patents.

After reading the foregoing notice, and in consideration of current dealers' discounts given to me (us) by the Columbia Phonograph Company (general), I (we) hereby agree to take any Columbia product received by me (us) from said Company under the conditions and restrictions referred to in said notice, and to adhere strictly and be bound by the official list prices established from time to time by said Company and I (we) understand that a breach of this agreement will amount to an infringement of said patents and subject me (us) to a suit for damages therefor.

I (we) admit the validity of all patents under which said product is manufactured and hereby covenant and agree not to question or contest the same in any manner whatsoever.

The reason for compelling the admission of validity, more apparent to a lawyer than to a business man, is this: Once the validity of the patent is conceded, a price-cutter may not usually set up the invalidity of the patent as a defense in a suit brought against him. He is estopped, in legal parlance, from denying what he once admitted. While usually effective, this estoppel is sometimes inoperative. In a suit brought by the



A rare chance for an

Advertising Master Stroke

With a single paper, in a single week, you can reach ALL the cattle raisers of Texas. And without Extra cost!

The Texas Live Stock Association will hold its annual meeting at El Paso on March 17, 18 and 19. You need no argument to believe that Texas cattle raisers are men of large needs and large means; otherwise they couldn't own some 30 million head of live stock—more than any other State. They also run their own Commissary Departments.

2,000 "beef-on-the-hoof" manufacturers will crowd the El Paso hotels for a week. Have them "paged" through the pages of the

El Paso Herald

With its full reports of the proceedings the entire industry, the entire State will have its eyes on the EL PASO HERALD—the herald of the convention.

Of course there will be no extra charge for space. Rate 4c per line flat, or 56c flat per inch. The outlet depicted above is simply additional good measure delivered by the EL PASO HERALD to its advertisers.

As usual, they will get the hearing of this 40,000 town; the trade of the 382 railroad stations and settlements within a 250 mile radius.

The circulation of the EL PASO HERALD averages over 15,000 daily. Of course it will be considerably more during the convention.

This certainly is a case where Opportunity knocks with a steam hammer. This is the time to start your campaign or to increase your space.

THE EL PASO HERALD

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

Lovell-McConnell Manufacturing Company against the Waite Auto Supply Company of Providence for selling the "Newtone" horn, alleged to be an infringement of the Klaxon, the court refused to countenance the theory that the Waite Auto Supply Company was estopped or had agreed not to contest the validity of the Klaxon patent.

LEASING SYSTEMS AND THEIR BENEFITS

On very expensive and complicated machinery, it has been found better to lease machines than to sell them outright.

There are some textile machines, for example, which cost many thousand dollars each and which, if sold outright, would reach perhaps not more than fifty or a hundred mills. In order that the manufacturer, who has perhaps spent hundreds of thousands of dollars in developing the machines, may reimburse himself and earn a profit, the machines are rented. Meters or counters are attached to the shafts, and a royalty paid on the number of revolutions made. The Reece Buttonhole Machinery as well as the United Shoe Machinery follows this principle.

The leasing system is sometimes of enormous benefit to the public. How many realize, for example, that were it not for license restrictions on a wonderful patented invention, the Chicago Drainage Canal would not have been dug at a record-breaking cheap rate? Before the contractors were allowed to bid, they were informed that not more than eighty cents a cubic yard would be paid for rock excavation. Rock had never been excavated at that price before under the same conditions. The engineers were justified in fixing the maximum as they did, because there were machines which could perform the work at eighty cents.

One of these was the Brown cantilever. It cost \$28,000. Few contractors could afford to spend that much money. Accordingly, the machine was leased on a royalty with the license restriction that all repair parts were to be purchased from the Brown Hoist-

ing and Conveying Company, that a certain grade of wire rope should be used, and that a competent engineer should be placed in charge of the machine—all obviously intended to insure the proper operation of the machine. Contractors who leased the cantilever later found it profitable to bid fifty-six cents a cubic yard for rock excavation, and contractors who tried to excavate rock at eighty cents without the machine failed utterly.

If the Oldfield Bill were enacted into a law, it might not be possible for contractors of moderate means to obtain the use of expensive excavating machinery so cheaply.

THE MOST ELABORATE LICENSE SYSTEM

By far the most elaborate license system in existence is that of the United Shoe Machinery Company—a system which has been attacked by the Government under the Sherman law. At the bottom of the system is an idea—a business idea conceived by a man with a constructive imagination, an idea which has made it possible for any one to engage in the shoe manufacturing business practically without capital.

The most important of the 300 machines made by the United Machinery Company, the machines that earn the richest royalties, are the Goodyear welter and stitcher. Neither is ever sold. Only by leases can the machines be obtained, and then only together. A competing stitcher may not be used with a Goodyear welter, nor a competing welter with a Goodyear stitcher.

On these Goodyear machines Regal, Douglas, Hanan and similar shoes are made. By their means the sole and upper are sewed together. When he takes these two necessary machines, the shoe manufacturer does not obligate himself to lease or buy other United Machinery products, contrary to the general supposition. He is at liberty to use outside auxiliary machinery if he sees fit to do so. But the payment of royalties on the Goodyear welter



ALL COMMUNICATIONS SHOULD BE ADDRESSED TO THE COMPANY
INCORPORATED UNDER THE LAWS OF MASSACHUSETTS
D. H. FARNHILL, PRES. E. J. SEWARD, TREAS.

ROYAL WORCESTER CORSET CO.

FACTORY & HOME OFFICE
WORCESTER, MASS.
SALE AGENTS:
CHICAGO:
225 JORDON BUILDING
SAN FRANCISCO:
25 BEAUMONT
NEW YORK OFFICE:
25 WEST 42ND ST.
LONDON:
REPRESENTATIVES:
ROYAL WORCESTER CORSET CO. LTD.
10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Royal Worcester Corsets
AND THE CELEBRATED
Bon Ton Corsets

WORCESTER, MASS., U.S.A. Jan. 29, 1913

Cable Address: "ROYALSET"
Cable Used: U.S.A. 3
W. E. C. 2-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100

The Harold Ives Company,
Metropolitan Life Bldg.,
New York, N. Y.

Dear Sirs:

Replying to your esteemed favor of recent date, it gives us pleasure to state that during the last 18 months we have purchased from you a great many hundreds, perhaps thousands of glass slides, which we give to our various customers gratis, with their firm name and address thereon.

We consider the glass slide a very powerful medium of advertising, and the demand which now exists for our slides is perfectly natural. That is, we mean to state that we have not solicited this advertising, but it has come to us, and for that reason it is extremely valuable.

The quality of your slides we consider unexcelled. We have undoubtedly gained many new customers and sold many more corsets as a result of this publicity, but it is of a general nature, and it is very difficult to trace direct results.

We shall be glad to have you publish this letter if you feel it will benefit you in any way.

Yours very truly,
ROYAL WORCESTER CORSET CO.
W. P. Foye
Advertising Manager.

Some Slides we made and a letter of appreciation. We can do as well for you.

Harold Ives Company
Metropolitan Life Bldg. New York

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20 WEST 47TH ST.
LONDON
REPRESENTATIVES
ROYAL WORCESTER CORSET CO.
40-42 GUY STREET LONDON

ROYAL WORCESTER CORSETS
BON TON CORSETS

WORCESTER, MASS., U.S.A. Jan. 29, 1913

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Replying to your esteemed favor of recent date,
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and stitcher entitles him practically to the free use of a series of more than twenty auxiliary machines which have been especially designed to reduce the cost or improve the quality of a Goodyear welt shoe. The only charge for these auxiliaries is a nominal rental varying from \$5 to \$35 a year—hardly sufficient to cover depreciation. The auxiliary machines, may not be used without the Goodyear welter and stitcher.

The amounts paid per pair of shoes for the use of all the principal royalty machines for the manufacture of different classes of shoes when accounts are paid within thirty days are as follows:

| | |
|---|-----------|
| Goodyear welts, men's work | \$0.05694 |
| Goodyear welts, women's work | .04694 |
| Goodyear turn shoes, women's and misses'... | .005 |
| Men's and women's McKay shoes | .01746 |
| Children's McKay sewed shoes | .01391 |

The foregoing royalties cover substantially everything that the company receives for the use of its principal machines from those manufacturers who make Goodyear welt, Goodyear turn or McKay sewed shoes. In return for the rentals and royalties which it receives, the company assumes the whole cost of invention, experimental work, development, manufacture and depreciation of machines; the cost of unremitting care of the machines to keep them at the highest point of efficiency through its force of over five hundred experts who do nothing else; the purchase of patents, and the cost of administration. In other words, it assumes items of expense and risk which, under any other system yet suggested, the shoe manufacturer would be compelled to assume himself, thus subjecting his business to a higher machinery cost per pair than the average royalty he now pays.

The number of machines leased is over 90,000. In a single year no less than 4,000 machines have been withdrawn and scrapped in order that their places may be

taken by machines embodying the latest inventions.

The amount of time and money spent in developing these new inventions almost surpass belief. From \$250,000 to \$750,000 is spent every year in improving or devising machines. The Rex pulling-over machine alone cost the company years of time and over one million dollars in money before it could be given to the shoe manufacturer. It would not be in use to-day if its development had depended upon an individual inventor. The company has at work 37 inventors, 57 draughtsmen, 4 supervisors, 15 clerks and stenographers and 79 other employees in its experimental department—all engaged either directly or indirectly in elaborating and inventing in the finest mechanical laboratory to be found in the United States. That is how it has been possible to devise dozens of different new machines. That is why shoe manufacturers effect a saving of nearly 9 cents in the cost of making a pair of Goodyear welt shoes, or nearly double the royalty now paid. And that is why a greater number of practical inventions in shoe machinery have been made effective in the last twelve years than in any other period of equal length since shoe-making began.

The leasing of shoe machinery antedates 1899, when the United Shoe Machinery Company was formed. It goes back to 1860, and its introduction into the shoe manufacturing industry must be credited to Gordon McKay, who bought the first McKay machine from Lyman Blake. In developing that machine to the point of commercial success, McKay spent \$140,000—all he had. He would have failed if the war had not created a demand for shoes. But as a result of the war there was a field for the McKay machine—the first real special machine used in shoe factories.

McKay's leasing method was adopted by other shoe machinery makers, and by 1875 or 1876 it was fairly well established. The "handcuff" system also antedates the United Shoe Machinery Com-

pany's formation. It was introduced by the Goodyear Company, the makers of the first welter and stitcher, which appeared about twenty years ago. A leveling machine had been developed by the Goodyear Company.

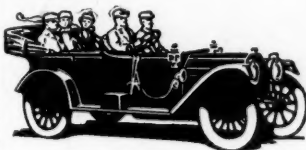
The question arose: Shall it be sold outright or leased? Neither plan was adopted. Instead a radically new idea was carried out. The leveler was placed at a shoe manufacturer's disposal gratis, or practically so, provided that it was used only on shoes welted and stitched by Goodyear machines. At that time Goodyear machines were earning four cents for men's work and two cents for women's work. It was a shrewd business stratagem to give the leveler away in order to increase the earning capacity of the welters and stitchers. The United Shoe Machinery Company adopted the idea and carried it farther.

The United System has this merit: Any honest man can start in the shoe manufacturing business with little or no money. Before 1899 he would have been obliged to pay \$4,893 to equip the bottoming room in a factory with machines like those supplied by the United Shoe Machinery Company for making 300 pairs of Goodyear welt shoes a day. To equip a factory with the same machines in 1913 he would pay the United Shoe Machinery Company only \$250. What is more, he obtains the same consideration as a bigger manufacturer. No matter how small his output, his machines receive the same care from the repair service of the United Shoe Machinery Company as a manufacturer who makes 20,000 pairs of shoes a day.

While the "handcuff" clauses undoubtedly discourage the use of rival machinery, their enforcement means increased factory efficiency. A modern American shoe is a product of perhaps fifty different machines. The United Shoe Machinery Company is responsible for the excellence of that shoe. If out of the fifty, thirty machines or more were installed by as many manufacturers, obviously it would be impossible for the Unit-



The capacity of the average family to want things is at least five times that of the single reader, and what a family wants is sure to be purchased.



To get this family pressure for an automobile, a piano, a book or a brand of flour, calls for family circulation.

Every copy of The Youth's Companion means a home where an average of five persons enjoy music, outdoor life, good food and good clothes.

While this kind of circulation is much more valuable to the manufacturer, it costs no more than uncertain hit-or-miss publicity.

The Youth's Companion

Perry Mason Company, Publishers
Boston, Mass.

New York Office: 910 Flatiron Building
Chicago Office: 122 South Michigan Boulevard

ed Shoe Machinery Company to maintain an inspection and repair system which would keep all the machines in good working order.

In addition to royalties, the United Shoe Machinery Company receives much money from the sale of parts used for repairs in the 300 machines that it makes. In these 300 machines some 85,000 standardized parts are to be found in the aggregate. The company manufactures and keeps on hand practically fifteen million pieces, which are distributed throughout the country wherever shoe factories are located. In the course of a year nineteen million separate parts are handled.

The company not only undertook to supply shoe manufacturers with the best possible machinery, but also to relieve the manufacturer of the huge responsibility of keeping that machinery in working order and of devising improvements. The manufacturer is concerned simply with buying raw leather and selling finished shoes. The United Shoe Machinery Company is his trained engineer, trained organizer, trained expert, trained machinist, trained efficiency authority. He need worry no more about the mechanical operations of his factory than the editor of a newspaper need trouble himself about the operations of a rotary press. If a machine breaks down, he has only to telephone or telegraph to the nearest United Machinery office and in the very shortest possible time an expert mechanic will make the necessary repairs. That service has thus far cost about one million dollars.

This remarkable system, and others like it, must fall to the ground if measures like that introduced by Representative Oldfield are passed. There will be little incentive, indeed, to invent machinery if a patentee is compelled to sell it outright, knowing full well that his market is exceedingly limited. And it will be difficult, if not impossible, to guarantee the perfect operation of a machine if the quality of supplies cannot be standardized by the manufacturer.

NEW YORK CENTRAL ADVERTISES ITS TERMINAL

Advertisements announcing the opening of the Grand Central Terminal in New York, February 2, are appearing generally in magazines and newspapers throughout the country. The list of periodicals used includes nineteen magazines and some 3,000 newspapers. Follow-up ads in many of these publications will be inserted from time to time all through 1913, the total appropriation for the campaign amounting, it is said, to over \$100,000.

The advertising, of course, has been accompanied by a great amount of "free" publicity similar to that accorded the opening of the Pennsylvania terminal in New York in 1910. The Sunday papers devoted many pages to descriptions of the New York Central's "\$180,000,000 Terminal" with complimentary comment.

The New York Central's advertising problem, as tackled by P. V. D. Lockwood, its advertising manager, has been to present not only the features of the new terminal building, but its proposed plans for improving the surrounding territory for the conveniences of patrons. The first ads, which will appear in all the following list, merely make the announcement of the opening of the building. Later advertising, to be inserted in every newspaper where the New York Central has a station, will bring out the special advantages the "terminal city" will afford patrons who reside on its lines.

The first of the new series of ads forecasting the announcement appeared in the street cars in October, when a part of the terminal station was opened. The list of February magazines used is as follows: *World's Work*, *Review of Reviews*, *Century*, *Harper's*, *McClure's*, *Munsey's*, *Scribner's*, *Everybody's*, *Outlook*, *National*, *Collier's Weekly*, *Harper's Weekly*, *Leslie's Weekly*, *Life*, *Literary Digest*, *Saturday Evening Post*, *Travel*, *Puck* and *Judge*. The newspaper copy appeared February 1.

A Five-year Ad in 5000 offices in full Page Space at 2c per office

—immediate action necessary—

At the cost of a postage stamp it is possible to place a full page opposite reading matter in the next printing of the *A. B. C. Code*, 5th Edition, which will be *bought* by 5,000 Big Business Men at Seven Dollars per copy. Every copy bought and paid for—not 1 per cent. waste circulation.

Every copy is in continuous use by manufacturers and other business men interested in export trade for from three to ten years and longer. The advertisements in the *A. B. C. Code* will be thumbed over in service regularly and *must be seen*.

Those who use the book are the men who write cablegrams to foreign customers or representatives. These men are executives usually, not mere detail men. The cables are codified by the man who writes them. These men have authority to specify all kinds of office supplies and furnishings. They are good men for *any* manufacturer to reach.

Type page measures 5 inches wide by 8½ inches deep.

Forms close this month. Act now!

THE AMERICAN CODE COMPANY

83 NASSAU STREET
NEW YORK CITY

WOULD CURB CLAIMS OF ADVERTISING COMMU- NITIES

NEW CHAMBER OF COMMERCE OF
THE UNITED STATES CONSIDERS
RECOMMENDATIONS LOOKING TO A
HIGHER REGARD FOR STRICT TRUTH
IN COMMUNITY ADVERTISING
COPY—CERTAIN STANDARDS OF
ADVERTISING THOUGHT DESIRABLE

Special Washington Correspondence.

The new Chamber of Commerce of the United States, which has just concluded its first annual meeting at Washington, bids fair to develop into a force that will exert considerable influence, direct and indirect, upon advertising throughout the country. It is not so much that this new national body may be expected to mold opinion as to policies in local or retail advertising—although that, too, is a possible contingency—as that it may have impress upon the general and national advertising to which commercial organizations all over the land are resorting to a constantly increasing extent.

According to many of the men who have at heart the best interests of the commercial organization movement in general, there is real need that advertising as it touches these interests should be reduced to a more exact science, and it is felt in many quarters that the new Chamber of Commerce of the United States presents, by reason of its wide scope, the ideal medium for bringing this about. The primary purpose of this new body is to promote co-operation between chambers of commerce, boards of trade and other commercial and manufacturers' organizations, and the fact that this new national body already embraces 262 affiliated organizations, with a total membership of more than 148,000, gives ground for hope that it will be able to accomplish results.

The prospective purposes of the new general Chamber of Commerce with regard to advertising were not touched upon specifically in the recent sessions, although

there was much informal discussion of the subject among the delegates present. It was recognized, however, that this being the first meeting of an organization with manifold interests, it would be necessary to give over the time to the activities intimately associated with the inauguration of the new movement. When the chamber has "found itself," it will be the aim to take up in detail matters of common concern, of which publicity is one.

There are men in the new national chamber who are frank to say that they think that there is room for reforms in commercial organization advertising. The evils which are held to exist are ascribed to a lack of accuracy in preparing advertisements and an over-enthusiasm which induces ad writers to sometimes indulge in sheer exaggeration. In the case of some of the advertising put out by well-meaning commercial organizations, as in the case of some real estate advertising, such lapses have worked distinct injury to the interests it was sought to serve.

An interesting expression of opinion was made for PRINTERS' INK by Edward A. Filene, of Boston, who is well known in advertising circles and who was very active at the Chamber of Commerce meeting. Said Mr. Filene: "Altogether, I think it proper for boards of trade and commercial bodies to advertise the special advantages they may have to offer, but only if their statements are most carefully verified, and set an example to the citizens for truthfulness and fair statement. I know of no more deplorable example than that of a commercial organization trying to mislead people with a view to inducing them to remove to a given locality. Nothing impresses me so unfavorably toward a community. On the other hand, it is distinctly advisable for a city to advertise the advantages which it possesses. The dissemination of such information—and here advertising performs its proper and useful function—is a direct benefit to all concerned."

The friends of consistent advertising within the membership of the new national Chamber of Commerce for the most part incline to the opinion that it will never be feasible for a body of such scope to make any attempt to secure uniformity in the advertising practice of its affiliated bodies. The mere circumstance of diversity of local conditions in various parts of the country will preclude the possibility of this. For instance, a chamber of commerce in the South or in Southern California may be advertising in an effort to attract winter tourists, whereas a board of trade in the Middle West is offering sites for manufacturing plans. From the nature of things there can be little in common between the two propositions, either, as to form of copy or mediums. The invitations to tourists may prove most effective in newspapers and popular magazines, whereas class and trade journals may be the preferred channels for the appeal to manufacturers who might be in-

duced to consider new locations.

What it is hoped to bring about in time, however, is the adoption of certain standards of advertising for commercial organizations—a code of ethics, as it were, that will leave no ground for the occasional charges of exaggeration or misrepresentation, which even now are directed only at individual offenders, but from which the entire body of such advertisers suffer in some degree. Another aim—more immediately practicable, perhaps, than the one above mentioned—is for the employment of the facilities of the Chamber of Commerce of the United States to enable affiliated bodies to profit by one another's advertising experience. By this means a commercial organization confronted with an advertising problem might obtain facts and figures covering the various possible solutions as evidenced by advertising campaigns previously undertaken by other organizations in the same general field.

Frederick Bode, of Chicago,

A New Name

The title, "Collin Armstrong Advertising Co.," has never been truly representative of the work done by our organization.

In most instances the service we give our clients covers a field that includes much more than the mere planning of advertising campaigns, selection of media and preparation of advertisements.

When necessary, and not infrequently, we originate trade-

marks, design containers, fix trade and consumer prices, establish sales policies, organize sales forces, plot sales territories, and hire salesmen.

In some cases we charge a fee for this service. Sometimes we receive our pay in the form of commissions paid by publishers and others.

On February 8th our corporate title was changed to Collin Armstrong, Incorporated. Hereafter the following will appear on our stationery:

COLLIN ARMSTRONG
INCORPORATED

Advertising & Sales Service

115 Broadway, New York

president of Gage Bros. & Co., president of the Industrial Club of Chicago and a member of the permanent committee on publicity of the Chamber of Commerce of the United States, may be said to be the sponsor for this proposal. Speaking on the subject for PRINTERS' INK, he said: "It would be my idea to have presented through the publicity channels of the chamber from time to time information as to various advertising campaigns carried on by organizations affiliated with the chamber, together with full details as to the outcome in each case. It seems to me that if a commercial body undertakes, for instance, to secure conventions for its city, it would be beneficial to have at hand a record of the actual experiences of other organizations in that same field, with data as to what methods of advertising they found most effective."

That advertising in the larger sense is bound ultimately to receive the consideration of the national Chamber of Commerce is evident not only from the number of commercial organizations that now carry on advertising campaigns, but also from the diversity of promotive activities. In addition to attracting vacation or permanent residents and inviting the assemblage of conventions, the development of wholesale and retail trade is sought, and paralleling the effort to secure new industries, in many instances, is the exploitation of transportation facilities. A number of commercial organizations in various parts of the country publish their own weekly or monthly journals, which are in some instances distributed free, and these periodicals are, in effect, house-organs, in that their primary purpose is the booming and boosting of the community in whose interest they are published.

Aside from the advertising done by chambers of commerce, boards of trade, etc., but rivaling it in extent, is that put out by manufacturers' organizations such as are eligible to membership in the new national Chamber of Commerce and a number of which are already enrolled. As examples of

this class of publicity, there might be cited the advertising placed by various organizations of fruit growers in Florida and California; the promotion work of the firms banded together to advance the interest of the cypress lumber trade; the campaigns of the tile manufacturers, the cement manufacturers, the salmon packers, the vegetable canners and a number of others. Such advertising is often spasmodic, to offset some unexpected agitation or other sudden menace to the particular trade involved, but in other instances steady, continuous advertising is the rule, and the circumstances that there are upward of one hundred of these national associations of manufacturers enrolled in the new national Chamber of Commerce would lend interest to any consideration of this class of advertising.

HAS SOMETHING BEEN OVERLOOKED?

E. A. Brand, a commercial expert of the United States Department of Commerce and Labor, who has lately specialized on the work of commercial organizations, takes the ground that certain cities are making a serious mistake in devoting their advertising space in magazines and elsewhere solely to a presentation of the city's commercial and industrial advantages and having little to say regarding their natural attractions. His theory is that advertising matter describing, for instance, a system of excellent parks and public playgrounds or a group of public buildings, tastefully illustrated, will attract wide attention and influence those seeking to establish new industrial enterprises—presuming that the main object of the majority of all advertising put out by commercial organizations is, as seems to be the case, to secure new industries for the home district. However, the Federal expert agrees with Mr. Filene that it is very important in every such case not to overstate or overestimate the advantages of the city that is being exploited.

An interesting development of the publicity work of the more

THE SAN FRANCISCO CHRONICLE GAINS

MORE THAN EXAMINER and CALL COMBINED

The Chronicle Gained **111,874** Lines of Advertising During January, 1913, Over January, 1912. This Gigantic Gain Is **55,580 LINES MORE** THAN THE COMBINED Gains of the Examiner and Call for the same period as shown by the following figures:

CHRONICLE

| LOCAL DISPLAY | FOREIGN DISPLAY | CLASSIFIED |
|---------------------------------------|--------------------------------------|---------------------------------------|
| 262,206 Lines January, 1913 | 77,462 Lines January, 1913 | 162,904 Lines January, 1913 |
| 191,772 Lines January, 1912 | 54,054 Lines January, 1912 | 144,872 Lines January, 1912 |
| 70,434 LINES GAIN | 23,408 LINES GAIN | 18,032 LINES GAIN |

A Total Gain in January, 1913, Over January, 1912, of **111,874** Lines.

111,874 Lines Gained by CHRONICLE in January, 1913, over January, 1912.
56,294 Lines Gained by Examiner and Call Combined, Same Month.

55,580 Lines GAINED BY THE CHRONICLE OVER the Examiner and Call COMBINED.

This large gain was made by the Chronicle because of its great home circulation and because of its wonderful result producing power. The Chronicle is a morning newspaper. And in the morning the advertiser gets the last word with the shoppers, just before they begin to buy. There is no duplication in the circulation of the Chronicle. Instead of one person buying two or more editions, as is often the case with evening papers, practically every copy of the Chronicle is read by several persons.

The readers of the Chronicle have the means to purchase every product advertised to them, and what is nearly as important, they have also been taught by their favorite newspaper how to read and appreciate advertising—and they are consequently responsive to it. No other newspaper in the United States possesses the confidence of its readers to so marked an extent in this respect.

Mere quantity of circulation cannot measure the value of a newspaper to its advertisers. Quantity is comparatively easy of achievement. Any newspaper that cares to spend the necessary money can acquire it. But all the circulation schemes from the brain of man can never make quantity of circulation alone pay advertisers.

The Chronicle is the exponent of the best ideas and ideals of this great section of the country. Its name and fame are known from coast to coast. Its fearlessness, honesty and influence are the pride of its readers.

AUTOMOBILE DISPLAY ADVERTISING

FOR MONTH OF JANUARY, 1913

| | | |
|-----------|-------|--------------|
| Chronicle | - - - | 26,921 Lines |
| Examiner | - - - | 25,272 Lines |
| Call | - - - | 16,072 Lines |

These figures show that the Chronicle carried **1649** more Lines of Automobile Advertising than the Examiner, and **10,849** more Lines than the Call.

DAILY AVERAGE

CIRCULATION OVER

73,000

New York office, 313 Temple Court, Charles J. Brooks, Eastern Manager.

Chicago representatives: Williams, Lawrence & Cresmer Co., 624-5 Harris

Trust bldg. Will T. Cresmer, Manager.

London, England, office, No. 3 Regent st.

progressive commercial organizations is found in the advertising of a city to its own residents and to those of the surrounding district. Such a propaganda is often carried on largely by means of news articles in the local press and through the columns of the journal published by the commercial organization, but there has been an increasing disposition in recent years to buy display space. An important offshoot of this same development is seen in the advertising tendencies manifested by many humanitarian and philanthropic organizations. In many cities, humane societies, medical societies, charitable organizations, etc., regularly employ the display columns of the newspapers and paid reading notices to further campaigns and urge precautionary measures for the benefit of the whole community.

At the meeting of the national Chamber of Commerce just concluded a number of the delegates—men such as Mr. Bode, of Chicago—took occasion to do missionary work among their fellows on behalf of the new idea in commercial organization work. This new idea—and it is accounted radical enough in some quarters—is that the welfare of a city is, to a certain extent, bound up with that of the contiguous territory. It is argued that whatever contributes to the prosperity of the territory tributary to a city will directly aid the city and, going further, that a commercial organization should work not merely for the upbuilding of the city in which it is located, but for the entire district of which it is the center, even though that district contain smaller cities of fair size. The champions of this new policy are counting upon the parcel post to help them carry their point.

This view of the intimate relations between a city and the surrounding territory is already generally accepted in cities such as Pittsburgh, where there is held an annual industrial exposition that attracts visitors, and incidentally trade, from all the country within a radius of more than 100 miles. And, by the way, the advertising

of such expositions and annual events, such as corn carnivals, is becoming more and more a problem for the local commercial organizations. Space in periodicals, outdoor publicity, booklets, advertising seals and envelopes are some of the mediums commonly employed.

In this sphere the permanent exposition of manufactured products which has been opened at New Haven, Conn., is attracting attention as an innovation of interesting possibilities, and so likewise are the class of annual expositions held at Hartford, Conn., and Holyoke, Mass., where the stores of the retail merchants are used for the exposition, the use of windows being donated by the merchants and displays, including working exhibits, installed at the expense of the manufacturers.

Akin to the exposition as a means of cementing relationship between the city and the surrounding territory is the "trade extension trip," which is usually conducted by the local commercial organization and serves as the spur and the opportunity for advertising activities of various kinds. The trade extension trips are crusades of acquaintance and their chief purpose is to promote wholesale trade by enabling manufacturers, jobbers, etc., to renew acquaintance with old customers and to meet new ones. Such excursions, in order to be a success, must be well advertised in advance, by means of every form of publicity that can be employed to advantage, and the trip itself usually affords opportunity for effective advertising work. In some instances such trade extension trips have extended over several states, and within the past few years manufacturers who seek foreign trade have adapted the idea to over-sea markets, as witness the trip of the "trade embassy" of the Boston Chamber of Commerce through eight European countries, the projected (and later abandoned) tour of the Chicago Association of Commerce to the Orient, and the journey last year of the St. Louis Business League to Panama.

DEPARTMENT STORES COMBINE FOR BUYING

On February 6, D. C. Nugent, president of the St. Louis department store, B. Nugent & Bro., announced that department stores in many large cities, with a combined purchasing power of at least \$75,000,000 annually, have organized the American Department Stores Corporation.

The department stores now comprising the organization, in addition to the Nugent store, the St. Louis representative, are Manheimer Bros., of St. Paul; L. H. Plaut, of Newark, N. J.; McKelvey & Co., of Youngstown, O.; R. H. White & Co., of Boston; Joseph Horne & Co., of Pittsburgh and The Emporium, in San Francisco.

Negotiations are now said to be under way for the admission of important department stores in New York and Chicago. Later the admission of the largest stores in smaller cities will be taken up. The American Department Stores Corporation plans to cover the country.

J. B. Shea, secretary and treasurer of Joseph Horne & Co., of Pittsburgh, has been elected president of the corporation. The company will be nominally capitalized, and will be incorporated under the laws of New York.

The present headquarters of the company are in New York, under the management of Harry Edgerton Oliver. His offices are with the dry goods house of J. E. Manix Company. But it is expected, later, that buying headquarters will be maintained in all the principal

pal distributing centers of the world.

The object of the organization is to consolidate the purchases and thereby get the lowest possible prices. The members plan to buy direct from mills or manufacturers.

A. W. PALMER WITH CLAGUE

A. W. Palmer, associated for several years with the Taylor-Critchfield Company, Chicago, recently joined the Clague, Painter, Jones Agency, Chicago. Mr. Palmer, at Taylor-Critchfield's, has had much to do with the account of the H. J. Heinz Company.

PRESIDENT REGAL SHOE COMPANY DEAD

Leonard Carpenter Bliss, president of the Regal Shoe Company, died on February 3 at Deland, Fla., where he was spending the winter with his family. Mr. Bliss, who was 78 years old, had long been prominent in the shoe and leather trade.

L. F. Hussey has resigned his position as advertising manager of The Standard Tool Company, of Cleveland. He was formerly advertising manager of Wells Brothers Company, of Greenfield, Mass.

G. H. McConachie, late of the Detroit Free Press editorial staff, has joined the force of the Campbell-Ewald Company, advertising agents, Detroit.

Live values you can get from our local investigators:

In 74 cities and towns from Atlantic to Pacific we have resident investigators of intelligence and tact whom our clients are constantly using for one or another practical piece of work.

Advertising Agencies, advertisers and general business houses have discovered the big values possible to get in this way, on matters such as the following:

Agencies:

- (1) To get first-hand dealer or consumer facts, as "brass tack" basis for soliciting an account.
- (2) To get new ideas, objections, conditions, etc., at first-hand to use in copy for ads or house organs for client.
- (3) To back up if possible a recommendation to a client with concrete opinion from trade or facts from field.
- (4) Statistics of distribution, analysis of competition, consumption possibilities, study of conditions.

Advertisers, Etc.:

- (1) Study of jobbing or branch conditions; checking up service to retailers, getting jobbers' or retailers' names, etc.
- (2) Consuming conditions; analyzing possible per capita consumption, typical consumer attitude; local special conditions, etc.
- (3) Competitive conditions; brands carried in order of popularity; competitive methods, opinions, etc.
- (4) Dealer investigation; getting exact dealer conditions and opinions.

The average cost is but \$1.00 per call—far cheaper than such thorough work is possible if individually done; and far more complete and searching than salesmen's reports. Write for estimates and suggestions.

The Business Bourse J. GEORGE FREDERICK, Counsel
260-261 Broadway, New York City

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, February 13, 1913

"Advertising Failures" not Failures of Advertising It is not so exhilarating to study campaigns that fail as it is to study those that succeed, but it may occasionally be a very profitable thing to do.

In another column of this issue of PRINTERS' INK appears the first of a series of articles dealing with so-called "advertising failures." The articles are based partly on data furnished by a group of advertising men who have been taking notes on the subject during the past four or five years; and partly on material drawn from PRINTERS' INK's own files and library.

When this series was under consideration, consultation was had with a number of advertisers, publishers and agents as to the usefulness of the idea. One of the publishers replied in part as follows:

In my opinion, an article based upon such data as you suggest would serve a most useful purpose. We see effort being made on all sides to-day to secure

information and collect data upon which to construct advertising campaigns that will win sure success. I know of no information which would be of more practical service as a guide to future advertising work than reliable information as to the real cause of the discontinuance of advertising campaigns in the past. As a matter of fact, the subject seems to me to be one of such importance as to well merit a series of at least two or three articles. I do not see any objections to the plan which are really important. There might be some minor ones, such as this or that advertising agent might feel a little bit embarrassed if one of the campaigns cited happened to have been one of his clients, although this really is not serious, as no mention of the agent need necessarily be made.

The real causes of the discontinuance of different advertising campaigns—that is the object which the series of articles promises to show.

As is already appreciated by every seasoned advertising man and will be made yet more clear in the course of the articles, the real cause of such failures or discontinuances is never advertising as advertising, but instead is, at the very worst pitch of criminal participation, only some form of advertising injudiciously invoked or applied.

When a business enterprise fails, no rational person dreams of charging the failure up to business. It is a failure in business, not of business. So of "advertising failures"; they are failures in which the contributory cause is not advertising but merely—and only part of the time at that—one or more methods of advertising. For the rest the fault lies at the door of selling methods. Paper, ink and circulation do not constitute advertising, although we often speak of them as if they do. They are but the outward and visible signs of things done or left undone. Advertising, to get its due, must be a co-operation with other methods. When these methods do not co-operate, let us make that clear and assess the blame upon the proper factor and not charge it up loosely and untruly to advertising.

Of the 1,400 cases of campaign failures reported by the advertising men to PRINTERS' INK, there is not one case where a sensible advertising campaign was added

to a sound selling plan, or grew out of it. The failure in every case was due to a violation of some elementary law of business, sometimes a violation of several laws. Some of these causes are set down in the first article. They will not be unfamiliar to most advertising men. The excuse for giving them the important position they occupy is to emphasize the fact and place it where it will not be forgotten.

PRINTERS' INK says

The election of Emery Mapes as president of the A. A. A. doesn't seem to indicate any retrograde movement in the matter of circulation figures.

The Good Will of the Corner Grocer

Ninety-three per cent of an annual seven billion dollar business, according to a picturesque speaker at the convention of the Grocery and Allied Trade Press Association, last week, is handled by the corner grocer. Another speaker took up the theme and argued that from fifty to seventy-five per cent of the goods in the pantry of the average housewife were put there on the say-so of the grocer himself, regardless of womanly preference. Which means that grocer good will is about all that is needed to keep the food factories running at the \$7,000,000,000 mark.

The statements were not challenged. Indeed they looked mighty good to the convention. But one modifying fact seemed to have been lost sight of. This \$7,000,000,000 business—where did it come from? Does the corner grocer own it? Or did the corner grocer come begging to the manufacturer to be "let in" on the good thing his city neighbor had been selling,—fresh meats in glass jars, plum pudding in fancy tins, and package oatmeal that required no care in the handling, all stamped with the stamp of purity unquestioned? Did the \$7,000,000,000 business grow up through the manufacturer's unceasing desire to make his product the "best"

or through the hustling of the corner grocer as his selling agent?

It is not always the manufacturer who does the "forcing." Sometimes it may be the corner grocer. Now and then it has been easier to sell honest goods direct to the consumer than through the substitution-choked avenue of retail trade. The trade press publishers complained that mail-order concerns are underselling the dealer, but admitted that the underselling was done with nationally advertised goods since, for the national advertiser, the mail-order man is becoming the line of least resistance.

The corner grocer has been taking the stand that the manufacturer must not only put out the best goods, but go out and sell them for him. And when the goods have been advertised, and re-advertised, at the maker's expense, the grocer refuses to admit that the influence that sold them was other than his own! The speaker at the grocery trade press convention did not tell his hearers how much of the \$7,000,000,000 business had been built up through manufacturers' advertising addressed to the grocer's customers, nor what percentage of the goods on pantry shelves could have been found to have advertising behind them that saved the grocer an argument and fooled him into thinking that the say-so was his own.

The Grocery and Allied Trade Press Association wisely put itself on guard over the dealer's profits. The corner grocer must be paid squarely for all that he does towards keeping up this \$7,000,000,000 average. But there is more to be said. It ought to be pointed out to every grocer in the land that a vast amount of the traffic in the food selling business has been built up through honest advertising of honestly made goods. When the grocer is taught to select these goods, not only because they are advertised, but because they are honest, his selection will still coincide with that of his customers and there will be no need for a discussion of profits by anybody.

Likely to Be Salutory

The National Vigilance Committee of the A. C. of A. met at Cleveland late in November and, among other things, passed certain resolutions. Since the work of the committee is necessarily of a private and confidential nature, its proceedings cannot be published as news but must be given out only as circumstances permit. That is the reason why the resolutions are three months old before getting into type as follows:

WHEREAS, positive proof has come to this committee that many of the most flagrant of the get-rich-quick, worthless medical and other fraudulent advertising campaigns have originated, been prepared, and in some cases financed by supposedly reputable advertising agencies, and

WHEREAS, this supposedly reputable backing gives the publisher the opportunity of evading his own responsibility for the resulting injury to his readers, and

WHEREAS, any advertisement which misleads or deceives the public casts discredit on all advertising and to that extent undermines public confidence, and by extracting money, usually from those least able to lose it, works a hardship to the legitimate advertiser and seller of worthy goods, therefore,

BE IT RESOLVED, that the National Vigilance Committee be instructed to ask every reputable advertising agency in the United States and Canada to put every campaign it consents to write or handle to the test of the honesty of the proposition and the ultimate benefit to the public whose money it seeks in the United States and Canada.

BE IT FURTHER RESOLVED that a copy of this resolution be mailed to every recognized advertising agency and to as large as possible a list of honest advertisers who are themselves clients of advertising agencies, to the end that the advertising agent's conscience be quickened as to his responsibility toward the public on the one hand, and toward his honest clients on the other.

While it is hardly immediately probable that the National Committee's resolutions will result in the dropping any lucrative accounts by the agents referred to in the first paragraph, it can hardly fail to have a salutory effect, and in two ways: first by apprising the agents that it is somebody's business to find out who handles fraudulent accounts, and second by warning honest advertisers to investigate the accounts which may be handled by prospective agents. "Positive proof"

as to the fraudulent character of a multitude of accounts is not hard to get—some of them have been exposed time after time—and no doubt need be entertained that the National Vigilance Committee is in possession of it. How would a "supposedly reputable advertising agency"—to use the language of the committee—like to solicit its breakfast food client, or its hosiery client, or its silverware client with the news that it was successfully aiding a gas-pipe-full-of-sawdust swindle in the guise of an important medical discovery, or promoting the sale at three dollars a pound of epsom salts colored pink as an obesity cure?

A Reputation Booster

It isn't usually a pleasant thing to be obliged to own up to a loss, but the fellow who does it cheerfully is likely to be believed the next time he reports a gain. Circulation statements like that of the *Chicago Daily News*, just out, showing an average loss in the daily issue for 1912 of 51,524 copies because of the newspaper strike which began last May, are peculiarly valuable as reputation builders. The figures are given for every day, just as usual, even when they drop from 356,714 to 23,656 in the space of ten days. They may indicate a temporary loss of advertising value, but they give new credibility to every statement the *News* has ever issued or ever will. Publishers who are bothered by too frequent demands for an audit may find a suggestion or two in the above.

CRITCHFIELD SUCCEEDS TAYLOR

At a recent meeting of the stockholders of the Taylor-Critchfield Company in Chicago, E. E. Critchfield was elected president to succeed the late David Lee Taylor. Other officers elected are as follows: Vice-presidents, C. H. Porter and F. A. Sperry; secretary, B. F. Sawin; treasurer, M. B. Hart.

The effort of the Minnesota legislature to pass a "distance tariff law" governing freight rates is being opposed by the various commercial associations by half-page ads in the larger dailies of the state.

Important Announcement

By LIFE

LIFE announces that hereafter we will not publish our annual Automobile Number.

In the past the automobile numbers of appropriate publications have served a valuable purpose, but since many inappropriate publications have taken to publishing Automobile Numbers, they have become a hold up and an abuse.

Any practice which permits even a few advertisers to regard it as an evil runs counter to clean, legitimate advertising.

We make this announcement in the belief that it represents the best interest of the advertising business.

LIFE has never published a line of automobile news or given inducements as an excuse for publishing an Automobile Number.

Those automobile advertisers who wish to appear in LIFE at show time can use the numbers nearest show time desired.

Geo. B. Richardson, Adv. Mgr., 31st Street West, No. 17, New York
B. F. Provandie, Western Manager, 1203 Marquette Building, Chicago

NEW YORK CLUB BACKS "PRINTERS' INK" STATUTE

PASSES RESOLUTION ENDORSING
GOV. SULZER'S RECOMMENDATION
THAT LAW AGAINST FRAUDULENT
STATEMENTS BE STRENGTHENED—
SPEAKERS DISCUSS MERCHANDISING
OF A DRUG PRODUCT

Resolutions were unanimously passed endorsing the recommendation of Governor Sulzer, that the law against misstatements in advertisements be strengthened, at the regular monthly meeting of the Advertising Men's League of New York, held at the Aldine Club on Thursday evening, February 6. The action by the advertising men preceded the programme for the evening.

On January 27, Governor Sulzer, in a message to the General Assembly, advocated the passage of a law making it a criminal offense to advertise stocks or securities by any statements which are "knowingly" false. In PRINTERS' INK, of February 6, the Governor's attention was called to Section 421 of the Penal Code of New York, which makes it a misdemeanor to utter "knowingly" misstatements concerning any article of merchandise. At the same time, PRINTERS' INK explained the frequency with which defendants take refuge behind the word "knowingly." A copy of the PRINTERS' INK model statute was sent to the Governor with the statement that the honest advertisers of the state would support an amendment of the present New York law against fraudulent advertising by striking out the word "knowingly" or the substitution for the law as it now stands of the model statute as recommended by PRINTERS' INK. The resolutions, which were read by John Clyde Oswald, of the *American Printer*, were as follows:

WHEREAS The Advertising Men's League is an association of more than 400 men whose livelihood depends upon the purchase or sale of advertising; whose success is in proportion to the extent to which advertising is believed; who appreciate as no other body of men

can, the injury which dishonest advertising does to all honest advertisers; and

WHEREAS The Advertising Men's League, through its Vigilance Committee, is now engaged in the attempt to eliminate fraudulent advertising by education, persuasion and, where necessary, an appeal to the law of the State;

BE IT RESOLVED That the Advertising Men's League does hereby endorse the recommendation of the Governor of New York that the law against misstatements in advertisements be strengthened, and

BE IT FURTHER RESOLVED That the League urge the amendment of Section 421 of the Penal Code by striking out the word "knowingly," or, better still, that the Legislature substitute for Section 421 the Model Statute recommended by PRINTERS' INK, as follows:

"Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor."

The regular programme of the evening had to do with the merchandising of products sold through druggists. Bert M. Moses, secretary and treasurer of the Omega Chemical Company, of New York, and former president of the A. A. A., spoke on "Building and Holding Distribution for a Drug Specialty"; W. W. Wheeler, advertising manager of the Pompeian Manufacturing Company, of Cleveland, had the subject, "Mastering the Difficulties of Toilet Goods Selling." The concluding speaker was John B. Foster, a retail druggist from Newark, whose subject was "The Retailer's Point of View."

To Mr. Foster had been assigned ten questions, and his concise answers to them brought many affirmative nods from his auditors.

Mr. Foster said he thought



Always on Guard

No matter where a ship may be along the American coast; no matter how dark, or cold, or stormy the night, the coast guard is on watch, patrolling the nearest beach or rocky cliffs.

This man, always on guard, could, by his own unsupported efforts, do little to save life, or to guide ships away from perilous points.

As a unit in an efficient system and able, at a moment's notice, to command the service of his nearby station, he becomes a power to whom all ship owners and passengers are indebted.

In the same way, the Bell Telephone in your home and office is always on guard.

By itself, it is only an ingenious instrument; but as a vital unit in the Bell System, which links together seven million other telephones in all parts of this country, that single telephone instrument becomes a power to help you at any moment of any hour, day or night.

It costs unwearied effort and millions of dollars to keep the Bell System always on guard, but this is the only kind of service that can adequately take care of the social and commercial needs of all the people of a Nation.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

Every Bell Telephone is the Center of the System

making money was the foundation of retailing and that price-cutting ruined it. Some manufacturers, the speaker explained, were inclined to look upon the retailer as someone with something "up his sleeve." Other manufacturers, he said, totally ignored the retailer. In order to get the good will of the retailer, manufacturers should help him build up sales, and the speaker said that much could be accomplished along this line by the application of a little courtesy. Mr. Foster related how a certain preparation exploded on his shelves and ruined a quantity of stock. He communicated with the makers of the faulty merchandise, but received no satisfaction. Then he wrote to a competing manufacturer and told him some of his goods had been soiled by the explosion. The manufacturer replied very courteously and replaced the damaged goods. Mr. Foster said that sales of the competing manufacturer's article had jumped from a few bottles to several gross. And it was simply due to the good will which had been engendered by the manufacturer's courtesy.

The retailer fears no man more than his competitor on the opposite corner, according to Mr. Foster. Price maintenance should be retained in all possible cases, the speaker thought, and the way to do it is through persuasion. "Tell him you are going to do the same thing with his competitor," said the Newark retailer, "and you will have little trouble in maintaining prices." The speaker cited the Eastman Kodak Company as a shining example of a concern which maintains its prices through persuasion. He explained that every dealer in the country knows that Eastman will treat each retailer alike, and there is not only a tendency to push Kodaks, but retailers are insistent in the selling of Eastman's sundries. This, the speaker thought, was a result of knowing that the Eastman Company would assist every dealer in getting the same profit on the goods, through price maintenance.

Mr. Foster said that if the dealers were making legitimate profits through the sale of "price-maintained" goods, there was no object for retailers to try and create a demand for private brands. He thought chain stores were bound to grow, but that the personal touch between the druggist and his patrons would prove the salvation of the independent druggist. He said the sales of private brands will never be as successful in the drug line as widely advertised goods unless an equal amount of advertising is done on behalf of the private brands.

Mr. Foster, in discussing advertising, said that he received the best returns from advertising which was coupled with circularizing. He said that if national advertisers used his private mailing list, he thought results would be at a maximum. The speaker favored the "free-deal," saying that it was a good way to get dealer co-operation. In his own case, he said that free goods on which prices were maintained, meant more profits and consequently it made him feel better toward the manufacturer who gave him this extra profit than toward one who did not. He was in favor of buying directly from the manufacturer.

Following the speaker of the evening, there was a discussion in which Clowry Chapman, counsel for the league, asked Mr. Wheeler some questions about the placing of coupons in advertisements. Mr. Wheeler had made an exhaustive study of the subject and brought out many interesting points, among them, that a coupon to be effective should be backed up with advertising matter because readers disliked to cut into editorial matter or a pretty picture.

President Ingersoll, during the course of the meeting, remarked that \$2500 had already been expended by the Vigilance Committee of the league. He explained that the work was going on persistently, three indictments having been presented within the week, and asked for volunteers to aid

in the work of gathering contributions to a fund to aid the committee. A number responded at the conclusion of the meeting.

GOOD DEALER ADVICE ABOUT SAMPLES

A writer in the *N. A. R. D. Notes* cautions the drug trade against the misuse of samples and especially against the distribution of samples to children, calling attention to the occasion of one kid who had eighty-four samples, from cold cream to whooping cough cures and shoe polish.

The *Messenger* some time since discussed the matter of the distribution of samples over the retail counter, and attention was called to the fact that some druggists have instituted the practice upon certain days of distributing bags or boxes filled with souvenirs.

Sampling rightly carried out is undoubtedly a most excellent form of advertising, but it is also a form of advertising in which both energy and money can be wasted to an alarming degree. Instances have been known where parties deliberately formed a chain among their friends and called upon the druggist for such samples as they knew he was giving out. Instances have been cited where samples were passed out by clerks to favorites by the handful, where samples were piled on the counter for the patrons to help themselves.

Samples cost somebody money. It even costs money to hand them over the

counter. It may be that in sampling a customer too freely you are thereby cutting off the sales which would otherwise be made, as sample hunters have been known to give away or to sell their samples to known users of the sampled goods. If the purchaser of an article gets several samples he merely postpones further purchasing. Samples given out at all, should be given out with the same care as that which you would give to a sale, and more besides. It should be accompanied with a clear description of the article sampled, its advantages, uses and suggestion to try the sample and subsequently make a purchase.

If the sample is sent to the home of one of your customers, it is best to accompany it by a circular, card or some word of commendation. This will link the possible purchaser up with the store and induce him to appreciate the value of the product. In a word, use the sample as a means of gaining trade, but use it cautiously, judiciously, not allowing it to become the means of killing trade.—*Red Cross Messenger*.

TIMKEN MAGAZINE'S "FIRE WUXTRY"

Timken Magazine, the handsome house organ of the Timken-Detroit Axle Company, was burned out the other day. The proofs for the next issue were barely saved but they were saved and now Myron Townsend, assistant editor, is cashing in on the exciting episode by getting out an insert "fire extra."

H. SUMNER STERNBERG Co.

208 Fifth Avenue
Lincoln Trust Company Building
New York

Advertising
In All Its Branches
Merchandising
By Means of
Practical Publicity

I'll bet a dime you won't read this unless you're looking for "class" in advertising

"Class" in advertising is a much abused word. Some advertisers think they are getting "class" circulation when they use thirty-five cent magazines. Others mean "Class" when they use magazines which reach a class of people with lots of money and no way to spend it.

By what standard are we to judge "class" circulation? Is it worth getting? What is it?

A man who has a \$3,000 article to sell wishes to reach moneyed people.

Volume of resident school advertising is a good criterion of "class" where "class" means buying power rather than æsthetic aloofness.

Every school advertiser to continue in a magazine must get returns—returns in the shape of new scholars, whose parents are willing to pay \$300 to \$1,200 a year to educate each child.

Any family whose income is sufficient to spare this amount of money yearly—has an income more than sufficient for the bare necessities of life.

Having a surplus income, each one of these families possess that much-to-be-desired quality "Buying Power" and the magazine which reaches these families is the proper medium for the advertiser who is selling either a luxury or a necessity.

During the last seven years Cosmopolitan's record in school advertising is as follows:

| | | | |
|------|-------|--------|-------|
| 1906 | | 5435 | Lines |
| 1907 | | 9,932 | Lines |
| 1908 | | 12,593 | Lines |
| 1909 | | 17,199 | Lines |
| 1910 | | 20,572 | Lines |
| 1911 | | 22,804 | Lines |
| 1912 | | 30,051 | Lines |

This record merely means that Cosmopolitan has year by year been adding by its merit to its list of subscribers, people of wealth, of taste, of ambition, "Class" people. To the wise advertiser of any article who depends upon the good will and buying power of such people, this record means that in Cosmopolitan he has a fertile and responsive multitude to reach with his selling message.

Think this over, Mr. Advertising Manufacturer.

COSMOPOLITAN

381 FOURTH AVE.

NEW YORK CITY

FEBRUARY MAGAZINES

ADVERTISING IN THE LEADING
MONTHLY MAGAZINES FOR
FEBRUARY

| | Pages. | Agate Lines. |
|----------------------------|--------|-----------------|
| Cosmopolitan | 202 | 45,278 |
| Sunset—The Pacific | 114 | 25,648 |
| Review of Reviews | 105 | 23,520 |
| World's Work | 104 | 23,382 |
| Everybody's | 100 | 22,557 |
| McClure's | 84 | 18,985 |
| Scribner's | 79 | 17,752 |
| American (cols.) | 103 | 14,829 |
| Hearst's | 64 | 14,337 |
| Munsey's | 63 | 14,245 |
| Harper's | 56 | 12,656 |
| Current Opinion (cols.) .. | 85 | 12,012 |
| Home Life (cols.) | 66 | 10,909 |
| Century | 46 | 10,362 |
| *Popular | 42 | 9,582 |
| Uncle Remus' (cols.) | 47 | 9,452 |
| Red Book | 41 | 9,296 |
| Metropolitan (co's.) | 49 | 8,371 |
| Atlantic Monthly | 33 | 7,448 |
| Wide World | 29 | 6,552 |
| Lippincott's | 28 | 6,279 |
| Argosy | 27 | 6,203 |
| American Boy (cols.) | 30 | 6,187 |
| Ainslee's | 27 | 6,048 |
| Boy's Magazine (cols.) .. | 30 | 5,402 |
| Strand | 22 | 5,096 |
| St. Nicholas | 21 | 4,816 |
| Blue Book | 20 | 4,480 |
| All-Story | 17 | 3,920 |
| Smith's | 15 | 3,475 |
| Smart Set | 15 | 3,360 |

* 2 issues.

VOLUME OF ADVERTISING IN
LEADING WOMEN'S MAGAZINES

| | Pages. | Agate Lines. |
|------------------------------|--------|-----------------|
| *Vogue | 412 | 65,245 |
| Ladies' Home Journal | 139 | 27,741 |
| Delineator | 115 | 23,234 |
| Woman's Home Companion .. | 114 | 22,974 |
| Good Housekeeping (pages) .. | 95 | 21,448 |
| Woman's Magazine | 100 | 20,055 |
| Designer | 96 | 19,307 |
| Ladies' World | 82 | 16,400 |
| Pictorial Review | 79 | 15,900 |
| Modern Priscilla | 93 | 15,666 |
| Mother's Magazine | 105 | 14,401 |
| McCall's | 103 | 13,803 |
| People's Home Journal | 65 | 13,130 |
| Woman's World | 71 | 12,511 |
| Housewife | 56 | 11,300 |
| People's Popular Monthly .. | 56 | 10,490 |
| To-Day's | 48 | 9,875 |
| Harper's Bazar | 26 | 5,247 |
| Housekeeper | 26 | 5,213 |

* 2 issues.

VOLUME OF ADVERTISING IN
LEADING MONTHLY MAGA-
ZINES CARRYING GENERAL
AND CLASS ADVERTISING

| | Pages. | Agate Lines. |
|--|--------|-----------------|
| Motor (cols.) | 579 | 97,272 |
| Motor Boating (cols.) | 333 | 55,944 |
| Popular Mechanics | 149 | 33,488 |
| Country Life in America (cols.) | 192 | 32,304 |
| System | 142 | 31,976 |
| Architectural Record | 122 | 27,440 |

LIPPINCOTT'S
MONTHLY MAGAZINE

FORTY-FIFTH YEAR

Financial
Advertising

A little over a year ago we began to publish articles of an investment nature in Lippincott's.

We believed then that most of our readers would be interested. To-day we know it.

From all over the country came letters asking our advice about various kinds of securities.

\$75.00 a page to reach these people each month.

LIPPINCOTT'S
MONTHLY MAGAZINE

PHILADELPHIA

NEW YORK
156 Fifth Ave.CHICAGO
1502 Tribune Bldg.

| | Pages. | Agate Lines. |
|---|--------|-----------------|
| Suburban Life (cols.) | 100 | 17,024 |
| Garden (cols.) | 119 | 16,713 |
| House Beautiful (cols.) | 101 | 14,085 |
| House & Garden (cols.) | 93 | 13,100 |
| Popular Electricity | 60 | 13,440 |
| Craftsman | 57 | 12,768 |
| Outing | 17 | 10,584 |
| Physical Culture | 46 | 10,340 |
| Theatre (cols.) | 56 | 9,506 |
| Illustrated Outdoor World & Recreation (cols.) | 55 | 9,302 |
| Technical World | 37 | 8,294 |
| Field & Stream | 35 | 8,003 |
| International Studio (cols.) | 52 | 7,280 |
| Travel (cols.) | 49 | 6,910 |
| American Homes & Gardens (cols.) | 38 | 6,582 |
| Outers' Book | 28 | 6,290 |
| Arts & Decoration (cols.) | 33 | 4,620 |
| Extension Magazine (cols.) | 28 | 4,480 |

*2 issues.

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

| | Columns. | Agate Lines. |
|-----------------------------|----------|-----------------|
| *Canad'an Courier (cols.) | 183 | 33,855 |
| MacLean's Magazine | 126 | 28,224 |
| Canadian Magazine | 98 | 21,952 |
| Canadian Home Jour. (cols.) | 93 | 18,627 |

* January weekly.

VOLUME OF ADVERTISING IN LEADING WEEKLIES IN JANUARY

| | Columns. | Agate Lines. |
|--------------------------|----------|-----------------|
| January 1-7 | | |
| Saturday Evening Post.. | 107 | 18,190 |
| Literary Digest..... | 92 | 12,916 |
| Town & Country..... | 72 | 12,328 |
| Collier's | 49 | 9,404 |
| Independent (pages).... | 28 | 6,440 |
| Life | 36 | 5,179 |
| Leslie's Weekly | 20 | 4,013 |
| Forest & Stream..... | 23 | 3,502 |
| Outlook (pages)..... | 14 | 3,332 |
| Associated Sunday Mags. | 14 | 2,610 |
| Illustrated Sunday Mag. | 14 | 2,350 |
| Churchman | 14 | 2,242 |
| Christian Herald..... | 11 | 2,000 |
| Youth's Companion..... | 10 | 2,000 |
| Judge | 13 | 1,926 |
| Scientific American..... | 9 | 1,918 |
| Harper's Weekly..... | 7 | 1,408 |

January 8-14

| | | |
|--------------------------|-----|--------|
| Collier's | 201 | 38,067 |
| Saturday Evening Post.. | 180 | 30,600 |
| Life | 132 | 18,494 |
| Town & Country..... | 98 | 16,500 |
| Scientific American..... | 81* | 16,380 |
| Harper's Weekly..... | 73 | 14,773 |
| Literary Digest..... | 86 | 12,166 |
| Leslie's Weekly..... | 37 | 7,448 |
| Semi-Monthly Mag. Sect. | 26 | 4,420 |
| Christian Herald..... | 25 | 4,250 |
| Outlook (pages)..... | 16 | 3,780 |
| Forest & Stream..... | 23 | 3,571 |
| Independent (pages).... | 15 | 3,416 |
| Associated Sunday Mags. | 13 | 2,475 |
| Churchman | 15 | 2,438 |
| Illustrated Sunday Mag. | 12 | 2,160 |
| Youth's Companion..... | 9 | 1,922 |
| Judge | 12 | 1,699 |

January 15-21

| | | |
|--------------------------|-----|--------|
| Saturday Evening Post.. | 101 | 17,170 |
| Literary Digest..... | 64 | 9,066 |
| Collier's | 47 | 8,960 |
| Town & Country..... | 37 | 6,332 |
| Scientific American..... | 25 | 5,130 |
| Life | 31 | 4,467 |
| Leslie's Weekly..... | 19 | 3,930 |
| Outlook (pages)..... | 15 | 3,472 |
| Associated Sunday Mags. | 19 | 3,420 |
| Forest & Stream..... | 25 | 3,310 |
| Harper's Weekly..... | 14 | 2,940 |
| Independent (pages).... | 12 | 2,800 |
| Christian Herald..... | 15 | 2,694 |
| Churchman | 16 | 2,640 |
| Judge | 14 | 2,088 |
| Illustrated Sunday Mag. | 11 | 2,000 |
| Youth's Companion..... | 9 | 1,825 |

January 22-28

| | | |
|--------------------------|-----|--------|
| Saturday Evening Post.. | 129 | 21,930 |
| Outlook (pages)..... | 64 | 14,336 |
| Literary Digest..... | 82 | 11,583 |
| Harper's Weekly..... | 53 | 10,678 |
| Collier's | 51 | 9,748 |
| Town & Country..... | 40 | 6,832 |
| Semi-Monthly Mag. Sect. | 36 | 6,120 |
| Life | 41 | 5,807 |
| Scientific American..... | 21 | 4,200 |
| Leslie's Weekly..... | 20 | 4,156 |
| Associated Sunday Mags. | 21 | 3,780 |
| Independent (pages).... | 15 | 3,360 |
| Christian Herald..... | 17 | 3,034 |
| Forest & Stream..... | 19 | 2,914 |
| Churchman | 16 | 2,603 |
| Illustrated Sunday Mag. | 14 | 2,540 |
| Judge | 13 | 1,833 |
| Youth's Companion..... | 9 | 1,824 |

January 29-31

| | | |
|-------------------------|----|-------|
| Christian Herald..... | 27 | 4,590 |
| Independent (pages).... | 16 | 3,752 |
| Life | 24 | 3,402 |
| Leslie's Weekly..... | 12 | 2,571 |
| Youth's Companion..... | 8 | 1,618 |

Totals for January

| | |
|------------------------------|--------|
| Saturday Evening Post..... | 87,890 |
| Collier's | 66,179 |
| Literary Digest..... | 45,733 |
| Town & Country..... | 41,992 |
| *Life | 37,349 |
| Harper's Weekly..... | 29,799 |
| Scientific American..... | 27,628 |
| Outlook | 24,920 |
| *Leslie's Weekly..... | 22,118 |
| *Independent | 19,768 |
| *Christian Herald..... | 16,538 |
| Forest & Stream..... | 13,297 |
| Associated Sunday Magazines | 12,285 |
| †Semi-Monthly Mag. Section.. | 10,540 |
| Churchman | 9,923 |
| *Youth's Companion..... | 9,189 |
| Illustrated Sunday Magazine | 9,050 |
| Judge | 7,546 |

*5 issues.

†2 issues.

RECAPITULATION

| | | |
|---|-----|--------|
| 1. Motor (cols.) | 579 | 97,272 |
| *2. Vogue (cols.) | 412 | 65,245 |
| 3. Motor Boating (cols.) | 333 | 55,944 |
| 4. Cosmopolitan | 202 | 45,278 |
| 5. Popular Mechanics | 149 | 33,488 |
| 6. Country Life in Amer- ica (cols.) | 192 | 32,304 |

A SERIES OF QUESTIONS CONCERNING THE CHALLENGE THAT "ADVERTISING SPACE IS SELDOM BOUGHT WITH SUFFICIENT DISCRIMINATION"

1. Is the magazine an established institution?
2. Does it fill a real need, or is it merely a money-making enterprise?
3. Who are the publishers? What is their aim?
4. Who are the readers? Why do they subscribe? What do they pay?
5. What kinds of advertising in the magazine are profitable?
6. What is the rate, and how much circulation does the rate buy?

4. Who are the readers? What do they pay?

The readers of THE ATLANTIC MONTHLY are men and women who want more than the passing fashion in magazines, people whose tastes and ideals are not the weather vanes of current fads. From cow-puncher to bank president, from school teacher to woman of fashion, they take THE ATLANTIC because it pays them to, in real enjoyment and lasting improvement. 80% of them pay \$4 per year, the balance \$3.85. Over 70% renew each year.

The following is an analysis of our subscription list by occupations:

| | | | |
|---------------|-----|--------------------|-----|
| Business men | 28% | Bankers | 6% |
| Lawyers | 20% | College professors | 3% |
| Doctors | 9% | Farmers | 2% |
| Clergymen | 9% | Miscellaneous | 16% |
| Manufacturers | 7% | | |

Circulation statements by states, and lists of subscribers in important cities will be furnished promptly to those interested in a further analysis.

THE ATLANTIC MONTHLY

Walter C. Kimball, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.
14 W. Washington St.
Chicago

Paul W. Minnick, Eastern Mgr.
1 Madison Ave.
New York

| | Pages. | Agate Lines. |
|--|--------|--------------|
| 7. System | 142 | 31,976 |
| 8. MacLean's | 126 | 28,224 |
| 9. Ladies' Home Journal (cols.) | 139 | 27,741 |
| 10. Architectural Record.. | 122 | 27,440 |
| 11. Sunset—The Pacific... | 114 | 25,648 |
| 12. Review of Reviews.... | 105 | 23,520 |
| 13. World's Work | 104 | 23,382 |
| 14. Delineator (cols.) | 116 | 23,234 |
| 15. Woman's Home Companion (cols.) | 114 | 22,974 |
| 16. Everybody's | 100 | 22,557 |
| 17. Canadian Magazine .. | 98 | 21,952 |
| 18. Good Housekeeping Mag. | 95 | 21,448 |
| 19. Woman's Mag. (cols.) | 100 | 20,055 |
| 20. Designer (cols.) | 96 | 19,307 |
| 21. McClure's | 84 | 18,985 |
| 22. Canadian Home Journal (cols.) | 93 | 18,267 |
| 23. Scribner's | 79 | 17,752 |
| 24. Suburban Life (co.s.) | 100 | 17,024 |
| 25. Garden (cols.) | 119 | 16,713 |

*2 issues.

"GO TO THUNDER CORRESPONDENCE"

We read a very interesting article in *Electric Merchandise* under the caption, "Go-to-Thunder Correspondence" which criticised in particular the average class of notices sent out by central stations to customers who have not "come across" with checks for their lighting bills. Many of us have seen such notices ourselves and the general tone of its expressions: "Cut off service," "settle at once," "delinquent notice," and such, does not make us overfriendly in feeling toward such public service corporations.

The whole subject of "tone" comes up in considering this arbitrary and cold-blooded type of communication and is of supreme importance to every business man.

Patronage of electric lighting corporations is generally compulsory on the part of the public. There being but one lighting company in most communities, we poor fellows have to take it or leave it, but the receipt of ugly, threatening and uncompromising notices whenever we let our bills run over ten days doesn't engender in our minds an especially benevolent feeling toward these lighting monopolies and we are ready to "soak it into them" any time we get any sort of a chance.

Nine times out of ten these notices do not represent any hostile feeling on the part of the managers—still less the stockholders (we ourselves may be stockholders). It is merely a thoughtless performance by some who ought to know better.

When you or we have a great many letters to write each day on all kinds of subjects and when we feel hurried or tired or indisposed—then is just the time to watch the "tone" of what we send out in the mail.

The average business letter is a pretty careless piece of literature. Lots of times men don't say what they mean in the way they mean to say it; often they say things in a hurry which sound as though they didn't care

a rap for the recipient of the communication, when as a fact they care a great deal. It is all the result of hurry.

Suppose a salesman came into an office with a "stop-watch" gait, snapped off his hat and jerked out his words, and by his whole bearing gave the impression of having an unpleasant duty to perform just as quickly as possible—how long would he last as a salesman?

Every letter that comes out of your place is in its own way a silent salesman, and should bear the atmosphere of care and considerate solicitude for the other fellow. If it is on some "delicate" subject, such as credits, collections, returned goods, prices, or the like, it should, above all, be free from any indication of grouch or peevishness. *You can't act peeved at a man and get his order—and you can't show peevishness and get his good will. Back of every order is good will—that comes first.*

So if your general correspondence on any subject, disagreeable or not, does not do its share to acquire and keep the good will of your trade, your beautiful letter, slobbering all over for an order, or your star salesman with his skill and "winning way" are working up hill. *Just because you wrote one day a go-to-thunder letter.*

Probably you didn't mean to be short, but your customer is no mind-reader. We're not believers in fawning, "slop over," "kiss-my-cheek" sort of letters. Never! *But it is the one safe bet that straightforward courtesy at heart and care in putting that courtesy into all sorts of correspondence is a prerequisite of a man who writes letters. If he's in a hurry his words must not show it any more than they can show anger and disgust.*

If things go so bad that a customer needs a raking down, think well before you do it. A "sassy" letter is remembered longer than good service on one hundred orders.—*Trumbull Cheer.*

TO COMPEL BETROTHED COUPLES TO ADVERTISE

State Senator Green, of Kansas City, has just introduced a novel advertising bill into the Missouri legislature. The bill provides that each applicant for a marriage license must advertise that application three consecutive times in a newspaper under the caption of "application for marriage license," giving the name of the man and woman who are to wed. The license is to be issued in the county in which the woman lives, provided that if she resides elsewhere, the application for the license is to be published in a newspaper of her home.

Each applicant for a license must also present to the county recorder a certificate from a reputable physician, sworn to before a notary public, which gives in concise terms the health of the bearer and fitness to marry."

Rawson B. Wrigley, Herman Wegner and Ezra W. Clark have organized the Wrigley Advertising Agency, of Chicago.



Five Achievements

- 1—Of 31 general magazines, ten show a gain of 32,397 lines for 1912 over 1911.
- 2—Hearst's shows the greatest per cent of gain of any magazine—weekly or monthly, women or class publication—amounting to 63,982 lines or equivalent to 79%.
- 3—All advertisements will be guaranteed beginning with the March issue.
- 4—A second upward revision of rate is in sight effective on 'doubt within a few months.
- 5—Hearst's will go on the newsstand on a non-returnable basis, also within a very few months.

*After all isn't it a fact
"Repetition Makes Reputation"
for both Advertiser and*

Hearst's Magazine

381 Fourth Avenue, New York

"The-Most-Talked-of-Magazine-in-America"

Chicago Office: 437 Marquette Building
Representatives at Boston, Detroit and Cleveland

FOUR YEAR RECORD OF FEBRUARY ADVERTISING

| | 1913. | 1912. | 1911. | 1910. | Total |
|-------------------------|--------|--------|--------|--------|---------|
| Cosmopolitan | 45,278 | 39,162 | 26,096 | 20,958 | 131,494 |
| Review of Reviews..... | 23,520 | 28,448 | 30,968 | 29,066 | 112,002 |
| Everybody's | 22,557 | 27,343 | 29,048 | 31,304 | 110,252 |
| Sunset—The Pacific..... | 25,648 | 35,112 | 24,304 | 22,932 | 107,996 |
| World's Work | 23,382 | 22,932 | 21,530 | 22,092 | 89,936 |
| McClure's | 18,985 | 21,875 | 24,904 | 23,744 | 89,508 |
| American Magazine..... | 14,829 | 18,283 | 25,144 | 26,656 | 84,912 |
| Munsey | 14,245 | 18,760 | 19,604 | 24,080 | 76,689 |
| Scribner's | 17,752 | 15,064 | 10,264 | 23,611 | 76,681 |
| Harper's Monthly..... | 12,656 | 15,456 | 14,272 | 17,248 | 59,632 |
| Century | 10,362 | 14,112 | 15,736 | 17,472 | 57,682 |
| Current Opinion..... | 12,012 | 12,096 | 13,916 | 10,668 | 48,692 |
| Home Life | 10,909 | 10,675 | 15,829 | 10,620 | 48,033 |
| Uncle Remus's..... | 9,452 | 13,902 | 12,053 | 11,100 | 46,507 |
| Red Book..... | 9,296 | 12,544 | 10,752 | 11,648 | 44,240 |
| Hearst's | 14,337 | 5,370 | 7,056 | 10,528 | 37,291 |
| Argosy | 6,203 | 8,512 | 10,093 | 11,722 | 36,530 |
| Ainslee's | 6,048 | 8,288 | 8,008 | 8,960 | 31,304 |
| Atlantic Monthly..... | 7,448 | 6,944 | 7,356 | 6,384 | 28,132 |
| Metropolitan | 8,371 | 7,036 | 6,944 | 4,480 | 26,831 |
| Lippincott's | 6,279 | 9,184 | 5,613 | 5,491 | 26,567 |
| All-Story | 3,920 | 6,720 | 7,586 | 7,952 | 26,178 |
| American Boy | 6,187 | 6,242 | 6,660 | 5,712 | 24,801 |
| Wide World..... | 6,552 | 6,552 | 5,208 | 5,432 | 23,744 |
| Strand | 5,096 | 5,712 | 5,194 | 5,040 | 21,042 |
| Blue Book..... | 4,480 | 5,376 | 4,480 | 4,480 | 18,816 |
| Boy's Magazine..... | 5,402 | 5,689 | 4,845 | 1,584 | 17,520 |
| St. Nicholas..... | 4,816 | 4,256 | 3,736 | 3,864 | 16,672 |
| Smith's | 3,475 | 3,696 | 4,424 | 4,704 | 16,299 |

WOMEN'S MAGAZINES

| | | | | | |
|---------------------------------|--------|--------|--------|--------|---------|
| Vogue | 65,245 | 48,771 | 55,146 | 45,122 | 214,284 |
| Ladies' Home Journal..... | 27,741 | 30,581 | 33,000 | 29,400 | 120,722 |
| Woman's Home Companion..... | 22,974 | 26,009 | 25,800 | 25,600 | 100,383 |
| Good Housekeeping Magazine..... | 21,448 | 22,176 | 21,656 | 21,638 | 86,918 |
| Delineator | 23,234 | 19,966 | 17,760 | 18,530 | 79,490 |
| Woman's Magazine..... | 20,055 | 18,135 | 15,400 | 16,760 | 70,350 |
| Designer | 19,307 | 18,161 | 15,600 | 16,800 | 69,868 |
| Pictorial Review..... | 15,900 | 19,075 | 15,237 | 15,640 | 65,852 |
| Modern Priscilla..... | 15,666 | 16,043 | 18,784 | 14,994 | 65,487 |
| Ladies' World..... | 16,400 | 14,110 | 15,400 | 15,067 | 60,977 |
| Woman's World..... | 12,511 | 11,991 | 17,042 | 13,826 | 55,370 |
| McCall's | 13,803 | 12,998 | 12,328 | 13,230 | 52,359 |
| Mother's Magazine..... | 14,401 | 11,937 | 14,862 | 11,068 | 52,268 |
| Housekeeper | 5,213 | 12,870 | 13,600 | 13,684 | 45,367 |
| To-day's | 9,875 | 8,217 | 7,958 | 9,978 | 36,028 |
| Harper's Bazar..... | 5,247 | 4,957 | 8,750 | 13,280 | 32,234 |
| Housewife | 11,300 | 10,021 | 8,605 | 9,187 | 39,113 |

CLASS MAGAZINES

| | | | | | |
|--------------------------------|--------|--------|---------|--------|---------|
| Motor | 97,272 | 99,036 | 104,496 | 78,288 | 379,092 |
| Country Life in America..... | 32,304 | 50,604 | 40,482 | 34,344 | 157,734 |
| Motor Boating..... | 55,944 | 36,162 | 33,642 | 15,624 | 141,372 |
| System | 31,976 | 31,836 | 27,370 | 30,478 | 121,660 |
| Popular Mechanics..... | 33,488 | 27,104 | 21,490 | 26,320 | 108,402 |
| Suburban Life..... | 17,024 | 18,445 | 16,150 | 17,890 | 69,509 |
| Garden | 16,713 | 15,029 | 14,771 | 16,029 | 62,542 |
| Popular Electricity..... | 13,440 | 12,096 | 13,356 | 13,300 | 52,192 |
| House Beautiful..... | 14,085 | 14,058 | 12,235 | 11,113 | 51,491 |
| House & Garden..... | 13,100 | 12,400 | 12,180 | 7,800 | 45,480 |
| Outing Magazine..... | 10,584 | 8,708 | 9,184 | 10,336 | 38,812 |
| International Studio..... | 7,280 | 11,340 | 10,304 | 13,790 | 42,714 |
| Technical World..... | 8,294 | 8,512 | 9,157 | 10,700 | 36,663 |
| Theatre | 9,506 | 8,232 | 8,919 | 9,551 | 36,208 |
| Craftsman | 12,768 | 7,798 | 7,320 | 7,616 | 35,592 |
| Physical Culture..... | 10,340 | 8,735 | 7,840 | 6,720 | 33,635 |
| Field & Stream..... | 8,003 | 6,608 | 9,128 | 9,408 | 33,147 |
| Illustrated Outdoor World..... | 9,302 | 6,744 | 6,612 | 6,192 | 28,850 |
| American Homes & Gardens..... | 6,582 | 7,960 | 5,780 | 6,823 | 27,145 |
| Travel | 6,910 | 5,040 | 4,462 | 7,496 | 23,908 |
| Outer's Book..... | 6,290 | 6,272 | 5,481 | 5,264 | 23,307 |
| Extension Magazine..... | 4,480 | 4,640 | 3,520 | 5,120 | 17,760 |

JANUARY WEEKLIES

| | | | | | |
|----------------------------|---------|--------|--------|---------|---------|
| Saturday Evening Post..... | 87,890 | 71,655 | 58,420 | *65,110 | 283,075 |
| Collier's | 66,179 | 60,991 | 51,755 | *46,734 | 225,659 |
| Literary Digest..... | 45,733 | 41,964 | 37,400 | *36,753 | 161,850 |
| Life | *37,349 | 36,903 | 34,680 | *30,944 | 139,876 |
| Outlook | 24,920 | 31,020 | 34,024 | *34,265 | 124,229 |
| Leslie's | *22,118 | 24,828 | 19,100 | 21,912 | 87,958 |
| Forest & Stream..... | 13,297 | 11,822 | 12,012 | *14,378 | 51,509 |

* 5 issues. † 2 issues.

1,247,070 1,567,125 1,074,156 1,534,993 5,423,344

SING

Total.
121,494
112,092
110,292
107,996
89,936
89,508
84,912
70,689
75,691
59,632
57,682
48,692
48,033
40,507
44,240
37,291
36,530
31,304
28,132
26,831
26,567
26,178
24,801
23,744
21,042
18,816
17,520
16,672
16,299
14,284
20,722
00,383
86,918
79,490
70,350
69,868
65,852
65,487
60,977
55,370
52,359
52,268
45,367
36,028
32,234
39,113
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57,734
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21,660
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5,659
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9,876
4,229
7,958
1,509
344

Straws Show How the Wind Blows

Last September the state of California licensed 2000 automobiles against New York State's 1100. This fact indicates a *condition* which vitally affects the man with marketable goods to sell. It reveals the people of the Pacific Coast States as money-makers and *money-spenders*—folks who want things and get them. It reveals the *real* West as a land of opportunity—great enough for everybody—and sure—if “everybody” goes after it *right*.

SUNSET The Pacific Monthly

spreads three-fourths of its circulation (approximately) over the Pacific Coast States. The opulent spenders of this favored section read “Sunset.” Its advertising pages offer merchandising suggestions; make business for them and *bring* business to enterprising advertisers. Sunset-The Pacific Monthly belongs *peculiarly* to the people “beyond the Rockies.” It's *their* magazine and *your* medium.



Just address like this:

Sunset—The Pacific Monthly

Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

CHICAGO—73 West Jackson Boulevard, L. L. McCormick, Mgr., 238 Marquette Bldg., G. C. Patterson, Mgr.

BOSTON—6 Beacon Street, Chas. Dorr, Mgr.

NEW YORK—Times Building, W. A. Wilson, Mgr.

NEW STATISTICS ON NEWSPAPERS AND MAGAZINES

CHECK TO INCREASE IN DAILY NEWSPAPER LIST WHICH OCCURRED LAST YEAR WAS ONLY TEMPORARY AND UPWARD CLIMB HAS BEEN RESUMED—OTHER DATA AS TO CONDITION OF PUBLISHING BUSINESS SHOWN BY AYER'S "AMERICAN NEWSPAPER ANNUAL AND DIRECTORY"

The gain in the number of newspapers printed in the United States, which last year was interrupted for the first time in thirty years, has now been resumed according to the figures presented by N. W. Ayer & Co.'s *American Newspaper Annual and Directory* for 1913, which is just off the press.

The same tendency to gain is shown by the dailies, weeklies fortnightlys, and bi-monthlies, but is not followed by the tri-weeklies, semi-weeklies, monthlies and quarterlies, which show a slight falling off.

The new volume lists 24,381 newspapers and periodicals presenting 10 distinct items about each, including its circulation rating, and giving the 1910 census population for the United States and the 1911 for Canada for the 11,629 towns where newspapers are published, an increase of 216 towns.

The number of daily newspapers now listed is 2,633 as against a total of 2,610 last year, an increase of 23. This indicates that the interruption last year was only temporary and that the saturation point for dailies has not been reached.

The gains were distributed as follows: New England, 6; New York, 3; Middle Atlantic States, 1; Southern States, 2; Western States, 2; and Pacific Slope States, 4. On the other hand, the Middle Atlantic States lost 1 and the outlying territories stood pat. Canada and Newfoundland gained 6.

The present number of weeklies is 17,285, a gain of 27. There had been slight interruptions to the gain in 1908 and last year.

A scrutiny of the tables shows that the weekly and daily figures do not go up and down together.

The weekly gains were made as follows: New England, 20; Western States, 48; Pacific Slope States, 53; and the outlying territories, 2. The losses were New York, 35; Middle Atlantic States, 11; Southern States, 47. Canada and Newfoundland showed a gain of 24.

The monthlies, which had all suffered a setback in 1911 and made a total gain last year of 77, this year again fell back with a net loss of 6.

To this loss New England contributed with a falling off of 9 monthly publications, New York with a falling off of 13, the Middle Atlantic States with a loss of 4, the Western States with a loss of 12 and the outlying territories with that of 9.

This was partially offset by a gain of 16 in the Southern States, 31 in the Middle Western States and 6 in the Pacific Slope States.

The Pacific Slope continues to show the most consistent gains in a majority of the classifications, but only slightly above that of the Western States.

Canada gained in nearly every column, including 6 dailies, 2 tri-weeklies, 1 semi-weekly, 24 weeklies, 1 semi-monthly. The fortnightlys fell off 2, monthlies 12, bi-monthlies 1 and quarterlies 1.

The total number of publications of all kinds in the United States listed by the *Annual and Directory* is 22,855, a gain of 18; in Canada 1,526, a gain of 18.

The special classifications of publications in the *Annual and Directory* this year are 208, covering almost every field of human effort. Woman suffrage, for example now has 10 publications as against 8 last year; new thought has 15 as against 10 last year; automobiles and motors have 67 as against 65 last year, etc.

Publications of more than 40 secret society orders are catalogued. Foreign language papers printed in 35 different tongues are described in 35 classifications of their own.

These statistics are gathered from returns made by the press of the country and are analyzed, verified and compiled by a staff of workers employed in such work throughout the year. They afford a comparison of the conditions of the press of the country as compared with the past year.

The important feature of auditing and certifying newspaper circulation, which was introduced by the *Annual and Directory* some four years ago, has been increasingly developed and a much larger number of newspaper publishers are listed in the pages of honor.

ADS OF TOILET ARTICLES AND FOOD ADVERTISING

THE WALTER M. LOWNEY CO.
BOSTON, Jan. 31, 1913.

Editor of PRINTERS' INK:

F. J. Hermes' letter, in your issue of January 9 ought to have the strong support of advertisers of foods. He has covered the points fully, and his suggestion that all medical copy should be segregated in each paper to a page by itself is excellent.

There are other kinds of "copy" that detract from the appetizing effectiveness of food advertisements,—dress shields, for instance, shaving pictures, and all toilet articles that have to do with modifying the effects of perspiration without resort to so severe an expedient as a bath. No food advertisement is worth the price paid for the space if nausea instead of appetite is aroused.

What shall we do to reach the "make-up" man and reform him? Most of the street car people are far ahead of the newspapers in this particular of exclusion of the objectionables.

S. H. PAGE,
Advertising Manager.

RUSSIANS AS BUYERS OF AMERICAN GOODS.

Said L. J. Lewery, an authority on Russian conditions, in a recent address before the American Export Association:

"It is only in visiting Russia, that a head of a manufacturing concern can form a more or less adequate idea of how to deal with the Russian market. This is what an average traveling salesman lacks in the first place: generalship, broadness of perspective, the bird's-eye view of the field. Moreover, in Russia, a salesman, investigating the possibilities of the market will never be thrown in with the people it would be most essential for him to meet. Russia is still a very old-fashioned country in her business methods. Where an American manufacturer would find the doors wide open for him and

The Longest Advertised Silverware

If you were making up a list of the longest and most persistently advertised articles, you would find it necessary to put at the top of the list

1847

ROGERS BROS.

"Silver Plate
that Wears"

For 65 years this silverware has been before the public. It was advertised over 50 years ago, and it has been advertised continuously in the leading magazines for more than 25 years. A striking example of "Keeping Everlastingly at It."

INTERNATIONAL SILVER CO.
MERIDEN, CONN.
Successor to Meriden
Britannia Co.



Does it matter to you whether the medium is a class or general magazine so long as it pays a profit on your advertising investment?

PHYSICAL CULTURE

is a class magazine. That is, it has a definite, purposeful, editorial policy from which it never deviates. That editorial policy is the excuse we offer advertisers for the magazine's never-failing, money-making, result-producing proclivities.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**March, 1913, Gains 1,000
Lines Over Best Previous
March Number**

An Opportunity for a Solicitor

A well known Advertising Agency—long established—highest grade clients only—offers special advantages to a solicitor of the right kind who has bonafide business and tangible prospects. Address,

**Opportunity, Box 50
care of Printers' Ink**

would be accorded a royal welcome, business or no business, the most accomplished traveling agent can sometimes scarcely get a civil hearing. How many real smart and conscientious agents return to the States or report to their headquarters, that there is no business to be had in Russia, that everybody down there seems to be either a grafter or an ossified boor, and that the whole blamed works isn't worth a row of pins. Yet somebody must be digging up that business somehow and somewhere.

"Business conventionalities and business etiquette are things yet practically non-existent in Russia. A Russian business man—I don't care who he may be—is, as a rule, very careless and slovenly about his correspondence; he is apt to be rather gruff and even positively rude in addressing a traveling salesman or agent, if that agent does not know how to approach him, and in the first place, how to get at him at all. As a customer, he is apt to be somewhat tiresome and even irritating, with endless complaints and kicking about the goods delivered and the manner of their delivery. But, on the whole, he is a pretty good fellow to get along with, and once secured as a customer he sticks as a rule to the same house. The reason is, perhaps, that he simply will not bother looking into any new propositions in the same line.

"In this connection I will say that the average Russian has a great admiration for Americans. They are convinced that every American is possessed of an inventive genius, and is, generally speaking, as smart as they make 'em. 'An American will snatch stars from the sky,' is a saying common in Russia. And a Russian business man would much rather meet and talk to an American than to a German, for instance."

GROWING VALUE OF DOMESTIC NUTS

Of industries hardly recognized as standard in the United States, that of nut gathering is commanding increasing interest. Alert growers of such varieties as almonds, pecans and walnuts are promoting a campaign of education, the basic declaration of which is that the cultivation of nuts is to be one of the great industries of the future.

The importance of the business is shown by the import trade. Not including cocoanuts, the value of imports for three years past have been \$11,190,000 for 1910, \$11,260,000 for 1911 and \$13,665,000 for 1912. Almonds and filberts constituted something over \$4,000,000 of the values for each year, and these are varieties that might be supplanted by the domestic almonds and pecans. The increase in imports has occurred with a very material increase in production of all such nuts as are home grown, but for which there are no reports of aggregate commercial value. It is known, however, that this runs away up into the millions.—*N. Y. Journal of Commerce.*

THE REASON OF AN "ESKAY
FOOD" ADHERBERT M. MORRIS
Advertising Agency
PHILADELPHIA, Jan. 21, 1913.

Editor of PRINTERS' INK:

May we take exception to Mr. Far-
rar's recent criticism on the typography
of our Eskay Food quarter-page copy.

We agree with him that an indenta-
tion of white space is usually desirable,
although we do doubt the wisdom of

ESKAY'S FOOD

is as good for "grown-
ups" as it is for infants.

When for *any* reason
ordinary food cannot be
taken, a nice, hot, freshly-
cooked bowl of Eskay's
will be found ideal—
because:

—It is digested almost with-
out effort.

—It contains everything
necessary to nourish and
strengthen the body.

—It is particularly appetizing.

For Free Trial Sample, write

SMITH, KLINE & FRENCH CO., 451 Arch St., Philadelphia

it in this case, where its use would
necessitate a considerably smaller type
face.

We do not agree with him, however,
that "a triple one-point rule border" is
better than our drawn border for the very
good reason that it is almost impossible
to have the corners neatly joined, as
proven by his specimen lay-out.

His particular arrangement of the
copy would also have killed the selling
value, as Eskay's Food being known
primarily as an infant food, it was
necessary to put some adult talk at the
top, if we were to interest "grown-ups."

We find the "Little Schoolmaster"
frequently helpful, even when he roasts
our own work, but in this particular
case we feel that he is very much in
error.

HERBERT M. MORRIS.

DEATH OF COL. L. F. HEUBLEIN

Col. Louis F. Heublein, of G. F.
Heublein & Bro., of Hartford, died Sat-
urday, February 8. Among adver-
tising men Col. Heublein is best known
as the advertiser of Club Cocktails and
as importer of A1 Sauce. He was born
in Germany in 1852 and was gradu-
ated from Cornell in the class of 1877.
He was one of the owners of Hotel
Heublein at Hartford.

Any advertiser seek-
ing information
about the circulation
of THE CHICAGO
RECORD - HERALD
will find the circula-
tion day by day for
the preceding month
on the editorial page
of every issue.

I want to buy an established business on a Trade Marked article

Food product or household neces-
sity preferred. Not interested
in automobile, liquor, tobacco or
patent medicine.

What I want is something which
has an established trade which
can be developed into a big
proposition with capital and ad-
vertising. Can pay cash, but
proposition must be a bargain.

Nothing considered but written
propositions stating good reasons
for selling which can be sub-
stantiated.

**Advertising, Box 51
Printers' Ink**

The Little Schoolmaster's Classroom

The Schoolmaster wonders and wonders why national advertisers of long experience will put into good space such copy as that of the U. S. Playing Card Co. and Jap-a-lac here reproduced. The Playing Card quarter-page is a fine example of the mountain laboring and bringing forth a mouse. It must have been a lot of trouble to draw such an advertisement. As an example of copy that is of low efficiency in catching attention and in reading quality it would take a prize. There can be no reason for hand-lettering an advertisement of this sort.

somebody nodded here. There are instances in which it seems to pay to hand-letter the advertisement, but this is surely not one of them.

* * *

Now that the parcel post is in effect, the crop of advertisers eager, for a pittance, to teach others how to make a fortune in the mail-order business will no doubt be greatly increased. The idea of having an independent business is something that appeals to many thousands of people. In fact, it appeals so strongly that inquirers apparently do not seem

| | | |
|--|---|--|
| <p>CONGRESS GOLD EDGED PLAYING CARDS</p> <p>AIR-CUSHION FINISH</p> <p>For Social Play Artistic Designs Rich Colors New Each Year Club Indexes</p> <p>50¢ PER PACK</p> | <p>THE OFFICIAL RULES OF CARD GAMES</p> <p>HOYLE UP-TO-DATE ISSUED YEARLY</p> <p>SENT FOR 15¢ IN STAMPS</p> | <p>BICYCLE CLUB INDEXED PLAYING CARDS</p> <p>IVORY OR AIR-CUSHION FINISH</p> <p>Special Skill and Years of Experience Have Developed Their Matchless Playing Qualities For General Play</p> <p>25¢ PER PACK</p> |
| <p>THE U.S. PLAYING CARD CO. CINCINNATI, U.S.A.</p> | | |

KING OF HOUSEHOLD FINISHES

JAP-A-LAC
Renews

EVERYTHING FROM CELLAR TO GARRET
SOLD AT PAINT, DRUG, HARDWARE AND DEPT. STORES

THE GLIDDEN VARNISH CO. *Glidden* CLEVELAND - TORONTO

LOOK FOR *QUALITY* GREEN LABEL

IS THERE AN EXPLANATION?

Any good ad-compositor could set it in less space in a style that would be doubly effective.

The Schoolmaster has from time to time said nice things about the Jap-a-lac copy, some of which has been "unbeatable" in its simplicity, its fine illustrations, and its definite messages. But

to stop to ask themselves why one with a good mail-order business wants to divide profits with another. The truth is, of course, that while there have been successes in the mail-order field that are almost romantic, there have also been thousands of failures. Selling costs are often exceed-

ingly high. Capital and a high degree of skill in mail-order merchandising are usually required. One who has a good article for selling by mail is not searching over the country for people who don't know anything about mail-order merchandising to handle it for him.

Publishers ought to be exceedingly careful about admitting such advertisements to their columns.

* * *

A recent Shredded Wheat ad says that "The Call of the Bell is music to Johnny's ears if he starts the day with a warm, nourishing breakfast of Shredded Wheat." The Schoolmaster has seen some mighty fine advertisements from Mr. DeWeese's office, and he likes Shredded Wheat himself, but he can't believe that Shredded Wheat makes the school bell music to little Johnny's ears if he doesn't welcome the educational ding-dong otherwise. The logic isn't true to life.

* * *

If you are an agency writer, do

you ask the advertiser or his brightest helper to send you copies of letters that may suggest good copy ideas? Do you ask to be put on the mailing list for all the pointers sent out to salesmen from the advertiser's office. If you will keep in touch with all these avenues of information you will probably have to do less clutching at the air for ideas.

* * *

"Describe in your own language how such-and-such a thing is done," said an American teacher. And a Japanese student wrote his explanation in Japanese! Shows what a really hard thing it is to say a thing so simply and clearly that no one can possibly misunderstand.

* * *

Samples left at doors are assiduously gathered by children, much to the detriment of effectiveness in sampling. The Postum Cereal Company is now sending samples through the medium of the grocer's delivery basket, preferably on Saturday when large orders are sent. Coming

Rapid Electrotpe Company OF CANADA MONTREAL

Plates that Print and Wear

¶ Have you *thought* how you could *avoid* the cost, delay and trouble of getting your Canadian Advertising plates through the Customs? ¶ We will make them for you—save you 1½ cents per square inch duty charges—and ship them anywhere in Canada to catch insertion dates.

¶ And our electrotypes and stereos are of the highest quality—guaranteed to give you satisfaction. Let us Help you.

Write for Prices

Position Wanted

Position with newspaper, magazine, manufacturer or advertising agency desired. Am at present connected with an agency where limit of opportunity seems reached. Have had 12 years' practical advertising experience. Have planned campaigns, handled salesmen, bought space, written copy, installed accounting and office system, managed office and solicited business, all most successfully. Have a thorough knowledge of media, including bulletins and street cars as well as newspapers and magazines. Executive and creative ability considered above the average at least. Salary moderate if future is good.

R. P.—Box 51—care, Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

"Advertising Construction Simplified"

By A. G. CHANEY

Price 50c—Postage Paid

For the advertising man not thoroughly familiar with diagraming, use of text and display types, borders, etc.

FLORA BOOK COMPANY

Box 1214 Dallas, Texas

Did You in 1893 or 1894

Take Life Insurance for \$10,000 (or more) dividends deferred in any American company on which premiums to date are paid? If yes, I have interesting and profitable information.

J. A. STEELE, 170 Broadway, NEW YORK

AUXILIARIES TO PUBLICITY CAMPAIGNS

W. A. ANDERSON & CO.

81-83 FULTON ST. NEW YORK

DESIGNERS IMPORTERS MANUFACTURERS

ADVERTISING SPECIALTIES

into the home with the regular order, the sample creates more interest and is more likely to get a trial.

* * *

What a pity it is that the type founders, when they make up their expensive books to show the possibilities of certain types, do not have some real ad copy set by a real ad compositor. Here reproduced is a supposed piece of

| | |
|--|--|
| <p>Coal LARGE \$7.50 PEA \$4.50</p> | <p>Established 1873 H. A. OWENS & L. HULBORN</p> <p>OWENS & HULBORN</p> <p>2240 lbs. Guaranteed to the Ton</p> <p>Telephone 3-46-A 5827 Market Street</p> |
|--|--|

EVEN A CASLON AD CAN BE MADE INEFFECTIVE

effective display produced with Caslon types. It appeared in the handsome and expensive "Caslon Book," and it shows that mysterious universal tendency of printers to panel and do other carefully executed rule work that does not bring about good display. In the first place, the copy is hardly of the sort that would make a good advertisement.

SERVICE IS BUSINESS

There is a new side of business that is developing rapidly. Business used to be a cold, hard proposition—expressed brutally, "Business is Business." Now we are beginning to realize that business influences at least ninety per cent of our lives and that religious, educational and philanthropic institutions touch our daily work in such a limited way that, if the world is to be made better for every one living in it, business must be a place where ideals can be expressed.

Business was formerly dominated by the thought of self-assurance and profit. During the last ten or fifteen years, however, the ideal of SERVICE—over-worked word—has come to the foreground. We are looking for ways in which to make every business deal a good one from the other man's standpoint, and being surprised every day at the actual increase in both volume and net returns from transactions carried on in that light.

The same spirit extends to the workers within the organization. Manufacturers are getting greater production by making their plants afford bet-

regular more to get

e type ke up w the es, do y set Here ce of

Owns uthorn & N bed market not

MADE

with a the aslon yste-rint-care-that dis-copy could

that used —ex Busi-real-least that topic k in world one place

d by profit, ears, over-fore-ways ideal an's very vol-ions

ork-anu-duc-bet-

ter opportunities than workers could find somewhere else. The thought of giving service first, and letting returns take care of themselves, has grown in every branch of business.

The seller is becoming more anxious to please and establish a reputation by satisfying the customer, and the customer is becoming less exacting in detail and receiving from the seller much greater value for the money and effort expended.

The word service is probably the most used word in our business language to-day. There is no synonym for it. It is becoming a definition of modern business. Soon we shall come to look upon business as service, and to revise the old motto into a new one, "Service is Business."—*Rumely Power.*

THE NAME GIVES HIM HORRORS

SEMI READY, LIMITED

MONTREAL, CANADA, Feb. 5, 1913.

Editor PRINTERS' INK:

Your staff writer who has been reviewing the house-organs last week erroneously stated that we publish a house paper called the *Hustler*, and that it is devoted to cancellations and travelers' itineraries.

The name of our paper is *The Semi-ready Special*, and it is devoted to the exploitation of our Special Order or made-to-measure department. There has never yet appeared in the paper an itinerary of the traveling salesmen. And I should be a bit ashamed of the name *Hustler*. Horrors! As soon would I use the terms "classy" or "up-to-date" in describing men's wear.

The Semi-ready Special is published every Monday morning, is mailed to our 1,500 wholesale customers and corresponds throughout Canada, and has not missed a single issue or been a day late in the four years of its lusty life.

It is the most profitable business we do, not excepting our general advertising which appears in the newspapers in every city in Canada.

Possibly your contributor may damn with faint praise *The Special* but please, oh please, acquit us of using the name *Hustler*. Shades of George P. Rowell and his teachings, defend me from the charge of adopting any such uncultured cognomen. PRINTERS' INK has been a portion of my mental pabulum each week for twenty odd years, since I was a printer's devil, and I have not been ever before as deeply offended at the Little Schoolmaster.

I do not think that there are many among the five hundred house-organs you mentioned in an earlier issue that can show as steady an appearance each week.

ALFRED WOOD,
Vice president.

The St. Louis correspondent of PRINTERS' INK was misinformed when he stated that William Schmidt, formerly of the art department of the Nelson Chesman St. Louis agency, was in the art department of the Lesan Agency, New York.

THE "TIMES" MOVES ITS PLANT

On February 3 the New York *Times* moved its plant to the new Times Annex, just around the corner from the familiar *Times* skyscraper at Broadway and Forty-second street. When the older building was erected six years ago it was expected that space had been provided for many years to come. The *Times* outgrew it, however, and now the older structure will be devoted to office purposes.

Ross M. Barrett, of the editorial staff of the Chicago *Daily News*, has joined the Freeman Advertising Company, Chicago.

\$15,000,000

Over This Amount Spent in Janesville, Wis., Annually

An estimate of the amount of money spent with the retailers in Janesville recently places the figure at \$15,000,000. This is less than the actual amount and the figures as represented by the various commercial lines are interesting. For instance: nearly a million a year in groceries in retail. Nearly a million in dry goods at retail. Over \$250,000 in autos annually. \$250,000 in hardware. Janesville has a trading radius of 80 to 100 miles. The Janesville Daily Gazette fills the field at one advertising cost. Money is plentiful and the time is ripe now for your business.

THE JANESVILLE DAILY GAZETTE

A. W. ALLEN, Western Representative, 1502 Tribune Building, Chicago, Ill.
M. C. WATSON, Eastern Representative, Flatiron Building, New York City, N. Y.

Sticks 3,000 Stamps an Hour

No more licking postage stamps—no more putting with unsanitary sponges. Here's a machine that attaches stamps, price tickets, inspector tags, bread labels, yardage markers, or any small advertising label or sticker at high speed.

Meriden Quick Stamper

uses postage stamps in rolls of 500. Any postoffice supplies them. Nothing to get out of order or wear out. Buy at your dealer's or sent postpaid for \$1.50. Your money back quick if not pleased.

MERIDEN MFG. CO., Inc.
Box 669, Lincoln, Mebr.



"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and novelties. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 213 S. Market St., Chicago; 120 big pages; illustrated; \$2 year; 20c copy, mail or news-stands. No free copies.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We treat "live" problems: "What is wrong with our copy"? or "How can we get dealers to help us?" or "What would make a good trademark"? If any of these problems are a part of your "worry", write on letterhead for portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

FOR QUICK RESULTS USE THE DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

AD. WRITERS

Manufacturing Articles

—Stories for House Organs; copy for ads, folders, etc., WRITTEN and ILLUSTRATED on price work—personal service—basis. 14 years' experience. Alfred Wonfer, 31 Clinton St., Newark, N. J.

If you want to know why you do not get more business, send me all your advertising matter and a check for \$2 and I will tell you what is wrong. Twenty years at it. **FARMER SMITH**, Cedar Grove, N. J.

BUSINESS OPPORTUNITIES

ADVERTISERS! Mail Dealers. Our Advertisers' Guide gives rates, circulation of 2,000 Different Publications. Includes 30 Mail Order Plans. Sent complete, 10c. **DEARBORN ADVERTISING AGENCY**, 523 Franklin Bldg., Chicago.

COIN CARDS

\$2.60 per 1,000. For 6 coins, \$3.00, any printing **DODD PRINTING CO.**, Fort Madison, Ia.

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.) General Printers and Binders, 141 E. 25th St., New York.

FOR SALE

BACK COPIES PRINTERS' INK—1907 to 1912—don't let file be short. **JAMES**, 306-B Iron Block, Milwaukee, Wis.

Street Car Privilege in Greater New York For Sale

All spaces sold up—mostly two-year contracts of A1 concerns. Long lease. Address Box 700, care of **Printers' Ink**.

SECOND-HAND ADDRESSOGRAPH MACHINE with several thousand stencils and rubber type, for sale at a bargain. Write for particulars. **SIMONDS MFG. CO., Fitchburg, Mass.**

FOR SALE—Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. **DAILY ADVERTISER, Clinton, Iowa.**

HELP WANTED

ADVERTISEMENT Writers—Don't await "opening"; create position; particulars free. **P. O. Box 446, Madison Square, New York.**

Copy Writer Wanted by New York advertising agency. One with previous experience preferred but not essential. Give full particulars to **Box 701, care of Printers' Ink.**

WANTED—Circulation Manager for growing paper of 11,000 in Canadian town of 50,000. Must be hustler, capable of doing things and have best references. Address, **TELEGRAPH PUBLISHING COMPANY, St. John, N. B.**

Experienced Printer Wanted

to manage rural magazine, established business, good pay and a life job for the right man. One who can take an interest in business preferred. Give reference and address **DR. A. H. HARTWIG, Watertown, Wisconsin.**

LETTER-WRITERS

Put Your Letter Problems

before an expert. Sales, Collection or Good-will letters sensibly written to produce results. **DAVID DANE, Portland, Ind.**

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY, "Ad Dept.," Cincinnati.**

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.**

POSITIONS WANTED

POSITION WANTED as manufacturing man with advertising agency. Experience; practical printer. **Box 699, care of Printers' Ink.**

POSITION wanted as assistant to advertising manager. Have three years' advertising experience. Age 23. Employed at present. Write for samples of copy; referenced; facts. Address **Box 692, care of Printers' Ink.**

ADVERTISING MAN, German-American, 8 years' actual newspaper work, at present advertising and business manager for largest semi-weekly German paper in Illinois, would like to make connection with leading advertising agency or manufacturing concern. Open for position after March 1st. Address, "**W. K.,**" **Box 702, care of Printers' Ink.**

Man of Ability

Young man with wide experience and thorough training in sales and advertising work seeks connection with firm (preferably Central States) whose product is sold either direct to consumer or thru the dealer. Now holding responsible position with large Chicago concern. Best of reasons for desiring change. **Box 703, care of Printers' Ink.**

Do you want a practical advertiser

man; a man who has learned the business through twelve years' solid experience with a house spending \$250,000 annually; a man who leans on his own backbone; a man who will win your confidence and keep it? I want a man's sized job, and somewhere there is a big job looking for me. Write **SERVICE, 924 Essex Building, Newark, N. J.**

PREMIUMS

Parcel Post Zone Map

Now ready for distribution.

Latest Advertising and Circulation Feature.

Write today for terms.

S. BLAKE WILSDEN
32 S. Wabash Ave., Chicago

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTERS

Modern Facilities for producing

large runs of printing and binding. Our low expenses will help you to save money. **WARD & SON, Lockport, N. Y. Est. 1868.**

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,577. Best advertising medium in Alabama.

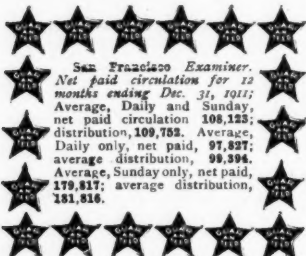
ARIZONA

Phoenix, *Gazette*. Average Dec., 1912, 6,056 daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

San Diego, *Union*. Sworn circulation, 1912, Daily, 10,995; Sunday only, 14,792.



San Francisco, *Examiner*.
Net paid circulation for 12 months ending Dec. 31, 1911; Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,752. Average, Daily only, net paid, 97,827; average distribution, 98,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,975.

DISTRICT OF COLUMBIA

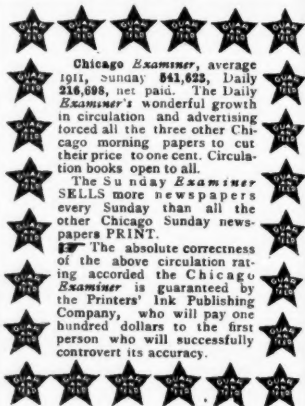
Washington, *Star*, Evening and Sunday. Averaged daily 4 mos. '12, 64,184 (©). Carrier 'elivery.

ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chicagowski). Daily average, 1912, 17,468.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1911, 21,140.



Chicago, *Examiner*, average 1911, Sunday 841,623. Daily 214,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader*. (av. '12), 35,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 56,172—35% larger than any other Iowa paper. Supreme in want ad held.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632

LOUISIANA

New Orleans, *Item*, 6 months sworn statement U. S. P. O. daily and Sun., net circulation 44,763.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Average for 1911, daily 17,635. Sunday Telegram, 13,018.

Wilkes-Barre, Times-Leader, eve., net, sworn, 18,588, 9 mo. to Sept. 1, '12. A. A. A. examination.
Williamsport, Daily Sun and News. Average for December, 1912, 17,025.
York, Dispatch and Daily. Average for 1912, 18,888. Covers its territory.

RHODE ISLAND

Pawtucket Evening Times. Average circulation for 1912, 21,097—sworn.

Providence, Daily Journal. Average for 1912, 24,463 (C). Sunday, 34,777 (C). *Evening Bulletin*, 82,547 average 1912.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,448.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,339.

Columbia, State. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,825. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1912, 6,083. Examined by A. A. A.

Burlington, Free Press. Examined by A. A. A. 9,418 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.). Aver. Dec., 1912, 8,414. *The Register* (morn.), av. Dec., '12, 3,167.

WASHINGTON

Seattle, The Seattle Times (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 66,182 daily, 66,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year 1911, daily, 19,001. Sunday, 27,388.

Tacoma, News. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average 6 mo. ending Sept. 30, 1912, 4,063. Established over 40 years ago.

Janesville, Gazette. Daily average, Jan., 1913, daily 6,026; semi-weekly, 1,834.

Madison, State Journal, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1912, 45,654. *The Evening Wisconsin* is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 729 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) Journal-News. Average circulation, 1912, 7,036.

MANITOBA, CAN.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1911, 22,025. Rates 50c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

QUEBEC, CAN.

Montreal, La Patrie. Ave. year 1911, 46,982 daily; 86,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1912, 11,794. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

The Evening and Sunday Star, Washington, D. C. (C), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

The Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

The Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '12, amounted to 204,621 lines. The number of individual advertisements published was 31,263.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order, one cent a word, minimum, 20 cents.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy av. 1st 4 mos. '12, 64,164 (○○) delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○). **Boston Evening Transcript** (○○), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,900 weekly. MCGRAW PUBLISHING CO.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (○○). Specimen copy mailed on request. 253 Broadway, N.Y.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. **New York Tribune** (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 83,251; Sunday, 175,187.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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The Open Mind

It happened at a dinner of an advertising club out West. E. St. Elmo Lewis was telling of the advantages of wide and constant reading on business subjects. A man of middle age, evidently a skeptic, interrupted him with this remark:

"Mr. Lewis, you don't mean to tell us that a busy man can afford to spend the time to read all those books you are talking about? How are they going to help him in his business?"

"Personally, I am interested," replied Mr. Lewis, "in reading to-day what men who do not read will be finding out ten years from now."

Mr. Lewis believes in keeping his information account open. He believes that organized business knowledge is a factor in increasing earnings and profits. And isn't it true that the more a man knows about business principles and methods the more he is worth to himself and to his associates?

This is a day of specialists, but not of petty narrow specialists. To be thoroughly efficient, a man must understand not merely his own department but the business as a whole. If he is to be more than a mere cog in the machine, he must have a knowledge of the basic principles of economics, organization, accounting, finance, advertising selling, credits, costs and commercial law.

The Alexander Hamilton Institute meets the demand for more complete and exact information about these principles. It makes the information available, in a practical way, through a systematic Reading Course and Consulting Service in Accounts, Finance and Management.

The work of the Institute appeals both to the executive, who seeks new viewpoints on business problems, and to the young man ambitious to reach an executive position. The Course is being followed and endorsed by officers and department heads of some of the most important business institutions in the country.

"We now have twenty-two men enrolled in the Burroughs factory, and when I tell you the membership includes a member of the Board of Directors, the General Manager, General Sales Manager, and the heads of five different departments, I believe you will be pretty well assured that we have the greatest confidence in the Course and the institution."—E. ST. ELMO LEWIS.

Thousands of keen-witted, go-ahead men are interested in the Institute Course and Service. It will interest you. Write to-day for our booklet on "Making Brains Produce Profits" and descriptive literature.



A request for this booklet will place you under no obligations whatever.

Alexander Hamilton Institute

ASTOR PLACE

NEW YORK CITY



100 to 1



Franklin Simon, the Fifth Avenue merchant, says that he uses Vogue to get high class mail order business from Vogue's national circulation. Upon further inquiry we find that a hundred and eighty-seven other New York shops are using it for the same reason.

We know twenty-one New York stores which printed their first catalogues, and started a mail order department to take care of the out of town business created by their Vogue advertising.

Now, if these retail stores, with one point of distribution find Vogue pays them, it should certainly pay *you* with your many points of distribution from coast to coast.

Where the New York stores have one chance of making a sale through Vogue, you have a hundred—even hundreds!

VOGUE

Franklin Simon

Advertising Manager
443 Fourth Ave., New York